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Automotive Daily News

PASSENGER · TRUCK · PARTS, SHOP EQUIPMENT · TIRES · ACCESSORIES

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New Peerless Eight Will Be Unveiled Sunday

BENDIX AVIATION CORP. FORMED BY ACCESSORY GROUP

General Motors, Eclipse Machine, Scintilla Included

NEW YORK, April 12.—Organization of the Bendix Aviation Corporation was announced here today by Vincent Bendix. This is the huge airplane accessory and parts holding corporation which will include General Motors and several other automotive concerns.

It will have an authorized issue of 3,000,000 shares of which 2,200,000 shares presently will be outstanding.

Vincent Bendix

"The Bendix Aviation Corporation is being formed," Mr. Bendix stated, "to acquire the assets and business of the Bendix Corporation and subsidiaries, including the Bendix Brake Company, the Eclipse Machine Company and its subsidiaries, the Delco Aviation Corporation, the assets and business of the Stromberg Carburetor Company of America, including its subsidiaries, the Scintilla Magneto Corporation, and other companies in the general aviation accessory field.

"General Motors Corporation," Mr. Bendix says, "will have a minority interest in the Bendix Aviation Corporation and will turn into it valuable rights in the aviation accessory field and rights in connection with other devices. Likewise the Electric Auto-Lite Company, formerly owner of a minority interest in the Eclipse Machine Company, will contribute valuable patent rights to the new corporation. The new corporation through its subsidiaries will continue its activities in the automotive industry.

"Stockholders of the Bendix Corporation shortly will be afforded the opportunity to exchange shares on the basis of two Bendix Aviation Corporation shares for each share of present Bendix Corporation stock. Stromberg shareholders will be given the opportunity to receive 1 1-5 shares of Bendix Aviation for each share of Stromberg."

Mr. Bendix's official announcement confirms preliminary reports of the organization of this aeronautical corporation which were carried in Automotive Daily News April 9 and 10.

Vincent Bendix will be the president of the new corporation, it was announced today. A banking group, headed by Hayden, Stone & Company, Paul H. Davis & Company and James C. Willson & Company, will sponsor the new issue. It is the intention of the new corporation to make application to list its shares on the New York Stock Exchange.

The official announcement stated that the board of directors of the new corporation will include the following:—

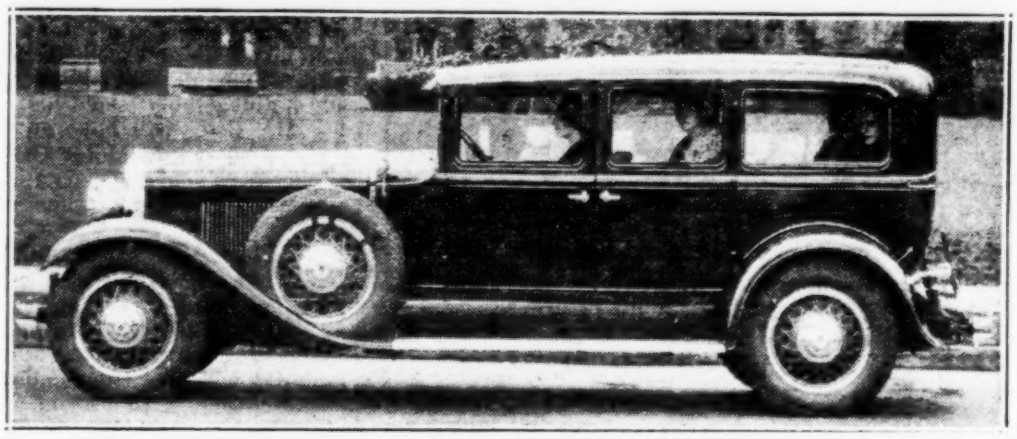
Vincent Bendix, president of the Bendix Aviation Corporation; C. E. Wilson, General Motors Corporation; Richard F. Hoyt, of Hayden, Stone & Co., and chairman of the board of the Wright Aeronautical Corporation; C. O. Miniger, president of the Electric Auto-Lite Company; Clement M. Keyes, president Curtiss Aeroplane and Motor Company, Inc.; Paul H. Davis, of Paul H. Davis & Co., Chicago; W. L. O'Neill, president of the Stromberg Carburetor Company; Frederick B. Rentschler, president of the United Aircraft and Transport Corporation; Albert Bradley, General Motors Corporation; James C. Willson, of J. C. Willson & Co., and president of the National Aviation Corporation; J. C. Ferguson, president of the Eclipse Machine Company; W. L. McGrath, vice-president of the Eclipse Machine Company; W. J. Buettner, vice-president of the Bendix Brake Company; Graham B. Grosvenor, president of the Aviation Corporation.

The Delco Aviation Corporation included in the new corporation is a new company organized to take over the aviation operations of the Delco-Remy Corporation, a General Motors subsidiary. It developed and produced the ignition system used on all Liberty aviation engines.

The production of automobile accessory products will be continued and expanded as required by the companies now brought together, but the greatest increase in business may be expected to come from the aviation industry, the announcement stated.

The accessory products manufactured are the principal ones required by the aviation industry, and plans are being made for a complete line of aviation accessory equipment and for research developments along lines which are expected materially to assist the aviation industry.

New Peerless Straight 8 Sedan



Buick's Sister Car Has L-Head Engine

Detroit, April 12.—Buick's companion six-cylinder car, advance announcement of which was made in Automotive Daily News for April 9, will be powered with an L-head engine, according to additional information made public today by E. T. Strong, president of the Buick Motor Company.

500,000th Chevrolet Produced At Janesville; New Indianapolis Depot Scheduled to Open May 14

Janesville, Wis., April 12.—The 500,000th Chevrolet car to be produced at the Janesville plant of the company was run off the assembly line without ceremony here this week and lined up with the 610 other cars produced that day. The half-millionth car is a four-door sedan of the regular dark green body.

The output of the plant here has grown from 46,000 the first year of its operation to 125,000 in 1928, according to Ellery L. Wright, plant manager. The Chevrolet company and the Fisner Body Corporation opened assembly plants here in 1923, and a total of 46,000 cars were turned out in that year. The old "Superior" model was then in production.

During the month of April this year production is set at 610 cars daily, though this is expected to be frequently exceeded. There is an employed force of 2,500 at the Chevrolet and Fisher Body plants at present. The March production was 630 daily.

Transportation of new Chevrolet

(Continued on page 2)

Indianapolis, Ind., April 12.—Chevrolet zone officials here today announced that the new Chevrolet parts depot now under construction here will be ready for occupancy by May 15.

Work on the new building was begun early this year and when completed will have cost the Chevrolet Motor Company more than a quarter of a million dollars. The structure is 100 by 150 feet in dimension and will be of the one-story type with two-story front, the upper section to be used to house the Indianapolis zone offices.

A complete line of Chevrolet parts will be carried, according to C. P. Fisken, zone manager, to serve dealers throughout the state.

A service school will be maintained at the new building to train the shop forces of the dealers of the zone as well as mechanics in the service of fleet users.

W. C. DURANT BACK OF COTTON PICKING MACHINE TO BE BUILT BY MOON

New York, April 12.—The mechanical cotton picker, which will be manufactured by the Moon Motor Car Company, as announced in Automotive Daily News for April 11, will bear the name of W. C. Durant, it was announced today. Mr. Durant said he had awarded the contract to Moon for immediate production. The machine, he said, has been approved by the American Cotton Growers' Exchange.

DELCO-REMY MAKES TWO IMPORTANT CHANGES

Anderson, Ind., April 12.—Two important changes in the executive personnel of the Delco-Remy Corporation are announced by F. C. Kroeger, president and general manager. C. F. Dye, director of personnel, has been promoted to the engineering department and George A. Coburn was named to succeed Mr. Dye. The company now employs 10,200 workers here.

MILLER ELECTED HEAD OF PARMELEE COMPANY

New York, April 12.—Ernest H. Miller, president of the Yellow Taxi Corporation, has been elected president of the Parmelee Transportation Company, which has been formed to own the capital stock and operate various automobile transportation and taxicab companies located in the principal cities of the United States.

As announced previously in the Automotive Daily News, the Parmelee Transportation Company has arranged to acquire the stock of the Parmelee Transfer Company, the Yellow Taxi Corporation of New York and a substantial interest in the Chicago Yellow Cab, Inc., bringing some 10,000 vehicles under its control.

H. H. SEAMAN ELECTED TO NASH COMPANY'S BOARD

Kenosha, Wis., April 12.—Harold H. Seaman, president of the Seaman Body Corporation of Milwaukee, a subsidiary of the Nash Motors Company, has been appointed to the board of directors of the Nash Motors Company, it was announced here today by C. W. Nash, president of the company.

FOUR BODY TYPES AVAILABLE FOR DELIVERY NOW

Mounted on 125-in. and 130-in. Chassis at $2,195 and $2,295

CLEVELAND, April 12.—Peerless Motor Car Corporation will display a new straight eight 125 in all dealers' salesrooms Sunday.

Four models are available now. These are the five-passenger sedan, coupe and Victoria, all on 130-inch wheelbase, and the seven-passenger sedan, with a wheelbase of 138 inches. The f.o.b. price is $2,195 for all except the seven-passenger, which is $2,295.

The power plant is an eight-in-line Continental, with a bore of 3⅜ inches and a stroke of 4½ inches. It is fitted with a duplex carburetor. Vibration is controlled by a Lanchester dampener and the engine is mounted on four-point suspension with rubber cushions. It has a Puorlator and a gasoline filter.

Specifications now available include a cam and lever steering gear and internal expanding hydraulic brakes.

The No-Back, a device which automatically prevents back slipping on hills and inclines of city streets, is also a feature.

Long, wide springs and Lovejoy hydraulic shock absorbers contribute to driving comfort. Tilt ray headlights are controlled from the steering wheel. The channel frame is 8 1-16 inches deep, with a reinforcement extending from the driver's seat to the extreme front end of the frame and five tubular cross members.

Lines of the car are enhanced by

(Continued on page 2)

HARDING APPOINTED SALES PROMOTION MANAGER OF MARMON

Indianapolis, Ind., April 12.—Sam V. Harding, who has long been associated with the Marmon Motor Car Company in various sales capacities, has been appointed sales promotion manager with headquarters at the factory, according to an announcement made today by Thomas E. Jarrard, general sales director.

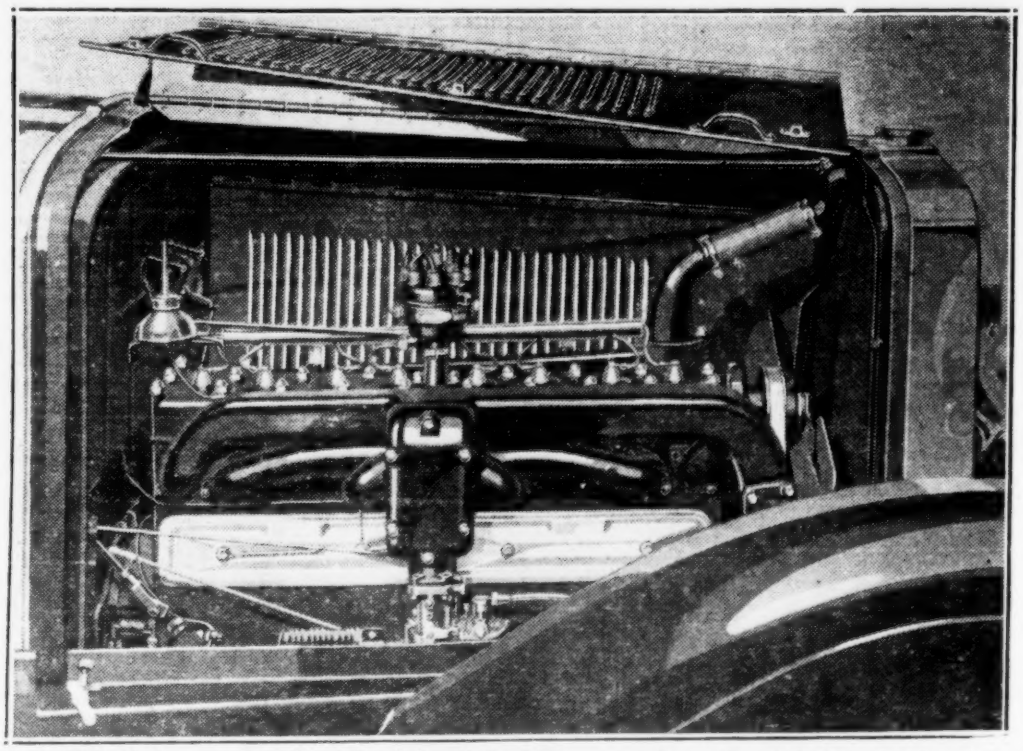
Sam V. Harding

For the past year Mr. Harding has been regional manager for Marmon in the Chicago territory with headquarters at Chicago and for several years prior was general manager of the Indianapolis Marmon sales branch.

CADILLAC-LA SALLE TO TAKE PART IN SPRING SHOWING

Detroit, April 12.—Cadillac and La Salle dealers throughout America will participate the week of April 20 to 27 in the nationwide spring showing of General Motors cars. The participation, according to a company announcement, will be on an elaborate scale.

New Peerless Eight to Be Unveiled



MOTOR of the new Peerless Straight Eight-125 as seen from the right-hand side of the car. A duplex carburetor provides an ample fuel supply for all cylinders.

(Continued from page 1)

fittings of chromium plate, including doors, handles, lamps, radiator and bumpers. Fittings on the instrument panel and in the front compartment also are of chromium.

On the rear is a heavy folding metal trunk rack, painted in black with chrome plated fittings. On the left rear fender is mounted a combination tail and stop light and license bracket. A backing-up light mounted on the right rear fender provides a neat balance.

Disc wheels are standard equipment, but wire or detachable wood wheels are available. Spares are carried in front fender wells.

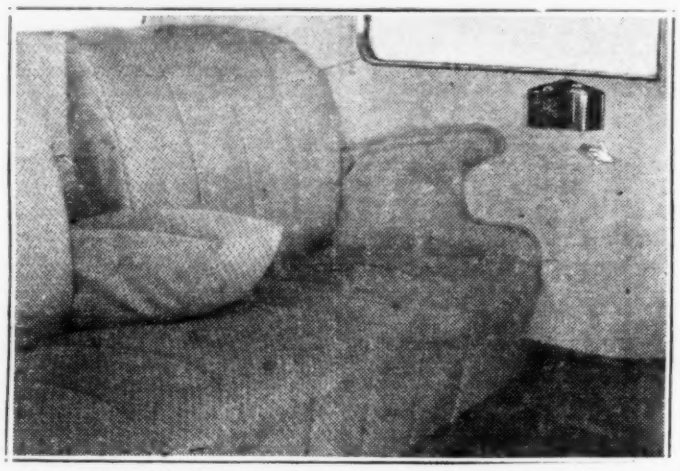
Upholstery is of broadcloth, well cushioned and springed for riding comfort. The rear seat has an arm rest that drops down from the center o fthe back cushion, dividing the seat into two comfortable sections.

Two dome lights in the tonneau turn on and off automatically with the opening and closing of the doors. Additional corner lights are controlled from the driver's seat.

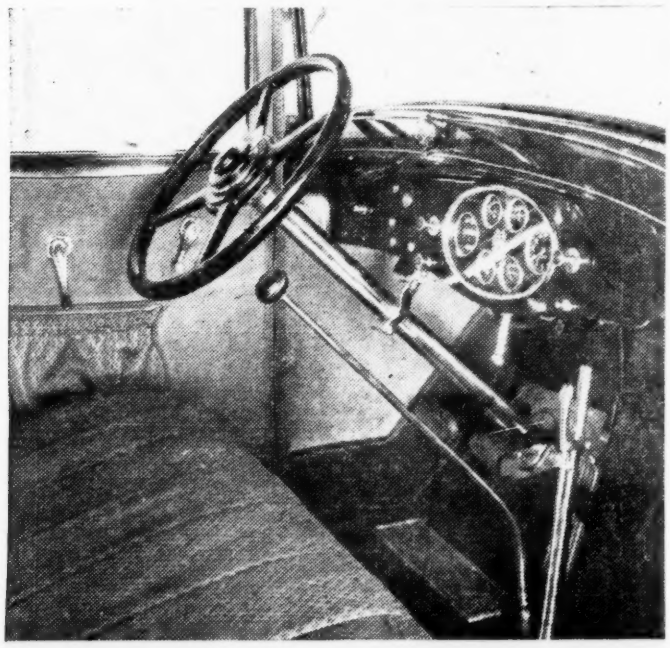
Window raisers, smoking attachments, robe rails, and other similar equipment, are of chased metal. The semi-automatic spark control has been moved from the steering wheel to the dash.

An oval glass panel on the dash contains the motor heat indicator, a clock, gasoline gauge, ammeter, speedometer and oil gauge. The ignition lock is built into the dash, and locks the two ignition coils.

The accelerator is of shoe-last shape, large enough to bear the entire foot. Engine and radiator temperatures are thermostatically controlled. A shutter front is built into the radiator shell and is of automatic operation.



COMFORTABLE ARM REST, that drops down from the back cushion of the new Peerless Straight Eight-125 sedan, dividing the seat into two roomy sections.



CONVENIENT ARRANGEMENT of driving controls in the new Peerless Straight Eight-125. Note the adjustable steering column, the convenient grouping of operating condition indicators, the long shifting rod, the large, comfortable accelerator and the wide, clear-vision windows.

Chevrolet Builds 500,000th Car at Janesville, Wis.

(Continued from page 1)

cars from the local plant by means of a trailer behind a truck, capable of hauling four cars at one time for delivery to local agents throughout this territory, has been put into operation here. The trailers are similar to those in use out of Detroit.

The four cars are locked at a 45-degree angle on the trailer. Through the system but two men are required to handle the four cars. Under the old drive-away system, one driver was placed in each car. The service is also speeded up, as the new cars are able to travel but 25 miles an hour.

ALUMINUM COMPANY INCOME MAKES BIG GAIN IN 1928

New York, April 12.—Net profit of Aluminum Company of America and subsidiaries for 1928 amounted to $19,279,464, compared with $13,671,-940. This equaled $7.08 a share on the common stock, after all charges, including dividends on the preferred, as against $3.27 a share in 1927.

Obituary Notes

JOHN HILTON

Lincoln, Ill., April 12.—John Hilton, 42, manager of the Langallier Motor Company, died Monday night. He had been in charge of the Langallier station here five years, and for fifteen years prior had been associated with the company in its Clinton agency. A sister and a brother survive.

SPARKS *from* DETROIT

Begg to Live in Detroit

* * *

Hupp Spending $2,000,000

* * *

Philp Has Hobby

Fred Kingsbury—Detroit Editor

RUSSELL S. BEGG will make his future home in Indianapolis, according to an announcement in the papers a few days ago. Mr. Begg is one of the best known engineers in the automotive industry, and during his eleven years as chief engineer of the Jordan Motor Car Company of Cleveland he set up an excellent record. One of his great hobbies was a demand that he personally know his own product and he invariably tested his new designs himself.

Mr. Begg will have an excellent field for new operations at the Stutz Motor Car Company. With Ed Parker as vice-president in charge of sales and Mr. Begg as engineer, they make an excellent combination.

* * *

HUPMOBILE will soon begin larger operations. More than $2,000,000 is being spent on the two large former Chandler plants that Hupp recently purchased in Cleveland, and Rufus Cole, vice-president in charge of sales for the company, says that the retooling and revamping of these factories will give Hupmobile huge production possibilities.

Mr. Cole, a veteran of the automotive industry, is full of enthusiasm of prospects for the future, as the new plants in Cleveland are ideally located for shipment of parts machinery and production.

Although no announcements have been forthcoming as to just what will be manufactured in these plants, rumor has it that they will be in operation in the next few weeks and that Hupmobile will have a very important announcement to make, although Mr. Cole has not even hinted anything to this effect.

* * *

A. E. Philp, chairman of the board of Durant Motors, Inc., and who has been very well known in the automotive business for many years, has one hobby, and that is to see dealers make money. He has been following this hobby for the last fifteen years and wherever men gather and Mr. Philp is one of the party, he never fails to bring forth this hobby.

Another thing about Mr. Philp is that he is a fearless motorist and is at his best when traveling at a good rate of speed over a fine highway. The other day he was driving from the Durant factory at Lansing back to his offices in Detroit when a car passed him at a high rate of speed. He remarked to fellow passengers in his auto that the driver was surely making fast time and it must be a good auto he was driving. A short time later he discovered that it was one of his own make of cars that had passed him.

"It's all right," he was heard to remark. "I still maintain it was a good car."

* * *

A short time ago J. W. Ryder, new city sales manager for Cleverolet in Detroit, remarked that it was an inspiration to get back to this city. Mr. Ryder, before coming here, was city sales manager in Cleveland, where he made a record. He says he likes to be at the hub of the industry, and likes his new job of supervising the sales activities of the twenty-six Detroit Chevrolet dealers.

* * *

The election of William J. McAneeny as president and general manager of the Hudson Motor Car Company comes as a well deserved recognition of the great ability of Mr. McAneeny in the automobile field.

He has made wonderful records for this organization over a long term of years and is recognized as one of the ablest manufacturers in the industry.

He was elected president to succeed the late R. B. Jackson, who died in France a short time ago.

NEW JERSEY A. T. A. MEETS AT COYTESVILLE, MAY 14

Hackensack, N. J., April 12.—S. S. Van Dusen, treasurer of the New Jersey Automotive Trade Association, announced here today that the tenth annual convention and banquet of the association will be held here on May 14. The sessions will be held at the Castle-on-the-Hudson, Coytesville.

GOODRICH SILVER FLEET REACHES EL PASO, TEX.

El Paso, Tex., April 12.—Getting under way from Roswell in the early dawn, the Goodrich Silver Fleet headed westward over winding roads through the foothills of the Guadalutte Mountains. The cars went up and down steep hills and around sharp curves with Goodrich Silvertowns holding them to the road. This territory presented a most beautiful sight to those who appreciate America's outdoors. One hundred and twenty miles from El Paso the main body of the fleet met squadron No. 1 and proceeded to El Paso, where the fleet was escorted through city by motorcycle police. The mayor signed the goodwill book and presented Commander H. R. Schaeffer of the fleet with the keys to the city.

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Classified Rates 5c Per Word

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OAKLAND-PONTIAC dealership for three counties in tobacco section of Virginia for sale. Splendidly equipped garage and attractive lease. Poor health of owner forces sale for $10,000 or half interest for $5,000 to right party. Address Box 204, Automotive Daily News, Graybar Building, New York.

SITUATION WANTED

WANTED—Position with large manufacturer, preferably as sales manager. Would consider handling export business or any other opening. Nine years' experience in own automobile business. Best of character and financial reference. Write Box 203, Automotive Daily News, Graybar Building, New York City.

TODAY'S NEW COMMERCIAL CAR REGISTRATION REPORT FOR FEBRUARY, 1929

These returns are carried in Automotive Daily News from day to day as received up to hour of publication. Recapitulation of these daily reports is published every Friday

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Service, Springfield, Ill., and New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. Readers desiring county, city or town lists, or lists of owners in any given section, may obtain these by addressing any of these three companies.

States	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Fargo	Federal	Ford	G. M. C.	Indiana	International	Mack	Pierce-Arrow	Relay	Reo	Republic	Rugby	Ruggles	Sterling	Stewart	Studebaker	Whippet	White	Willys-Knight	Yellow	Miscellaneous	Totals	States
Colorado			116		35	1	1	96	15		28				6		3				1		6			1	309	Col.
New York	19	97	762	28	152	33	18	999	73	1	95	82	10	1	82	1	6		9	56	1	34	43			63	2665	N. Y.

Stutz Ships Whole Trainload of Cars To Pacific Coast

Indianapolis, Ind., April 12.—A solid trainload of Stutz and Blackhawk cars, said to be the most valuable shipment ever made by an Indianapolis automobile factory, has just left the Stutz Motor Car Company's plant consigned to the Stutz distributor in Los Angeles.

The train of automobiles is valued at nearly $100,000, the average price of the cars being $3,600. This is one of the high spots in recent shipments of Stutz and Blackhawk cars, which have been mounting steadily this year.

With the recent price reduction on Blackhawk, the Stutz have been greatly stimulated.

COL. EVA OF N. T. D. A. TO HANDLE PIERCE-ARROW

Duluth, Minn., April 12.—Appointment of Col. H. V. Eva, president of the National Tire Dealer's Association and of the H. V. Eva Tire Company, Goodyear dealers at 527 East Superior St., as distributor in northern Minnesota for Pierce-Arrow automobiles was announced by D. A. O'Dell, president of the O'Dell Motor Company of Minneapolis, former distributors of Pierce-Arrow automobiles in the northern part of Minnesota.

Goodyear tires, batteries, accessories and complete repair work will be continued as important a branch of the business as in the past, the only change being the changing of the former company name to the H. V. Eva Motor Company.

COLUMBUS FORD DEALERS STAGE UNIQUE SALES STUNT

Columbus, O., April 12 (U.T.P.S.).—Ford dealers in Columbus united on a unique publicity stunt, which provided for the operation of about twenty-five Ford sedans on the streets of Columbus, for the convenience of shoppers during the past week.

Each car was placarded with "Ford Shoppers' Special" and the route covered the principal streets of the city. No charges were made and no questions asked. The cars were crowded for the greater part of the day and it is estimated that 5,000 people rode in the cars during the first two days of the stunt.

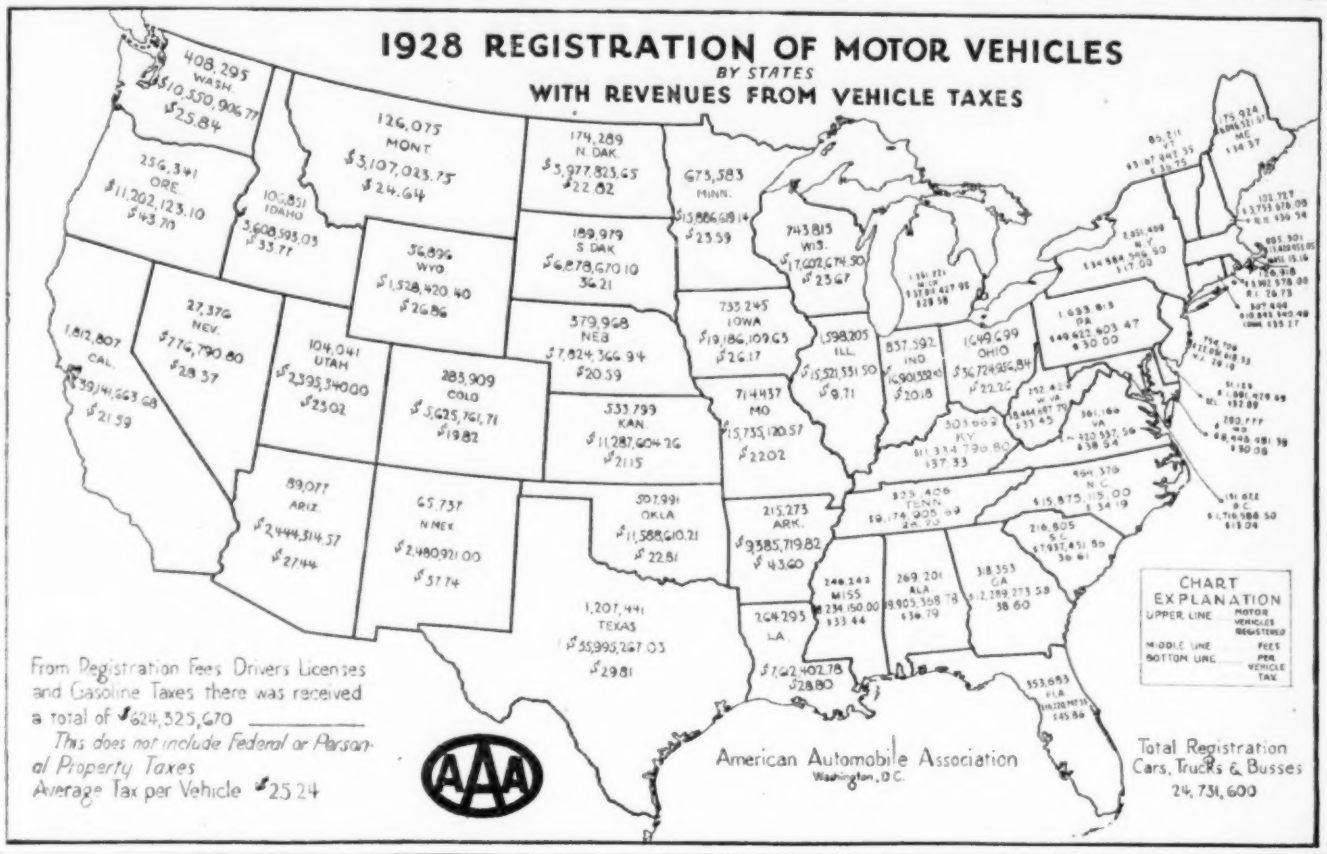
RELAY MOTORS NAMES NEW MINNESOTA REPRESENTATIVE

Duluth, Minn., April 12.—Announcement has been made of the appointment of A. H. Peacha formerly of Hibbing, Minn., as factory representative for the Relay Motors Corporation of Lima, O., in a large territory adjacent to Duluth, with headquarters in Duluth. Mr. Peacha will handle the sales of Relay, Commerce, Garford and Service motor trucks and buses in eighteen counties in northern Minnesota and one county in Wisconsin, Douglas county.

GEHRIS MOTOR CO. OPENS USED CAR SALES AND SERVICE

Philadelphia, April 12.—The Gehris Motor Company, Hudson and Essex dealers, located at 6409 Market St. and 1721-1725 North 54th St., have opened an additional large showroom and service station at 1135 South 58th St., which is exclusively for the sales and servicing of used cars. James Gaffeney has been placed in charge.

Montesano, Wash., April 12.—Frank and L. C. Davidson, owners of the Davidson Brothers Auto Company, have sold the concern to J. E. Whitely and J. W. Benson. The new firm will be known as the Benson-Whitely De Soto Company.



Automobile Tax Increase Double Registration Gain

Washington, D. C., April 12.—State motor vehicle taxes increased twice as much as motor vehicle registrations in 1928 and the average per vehicle tax for the country increased 6 per cent. in 1928 over 1927, according to the annual survey of the American Automobile Association made public here today.

The total increase of motor vehicle registration for the United States in 1928 was 6.9 per cent., while the increase in the total amount of special car taxes (exclusive of personal property taxes) for the forty-eight states and the District of Columbia was 13 per cent.

Following is a summary of other facts brought out in the annual tax review:—

First—The average per vehicle tax levy for the entire country was $25.24 in 1928, as compared with $23.78 in 1927, an increase of 6 per cent. in a period of twelve months. The per vehicle tax has increased 295 per cent. since 1919, when it stood at $8.55.

Second—Special taxes collected from car owners by the states reached a new high peak last year, with a total of $624,325,670, as compared with $552,629,828, in 1927, an increase of $71,695,842.

Third—The states' revenue from the gasoline tax increased 26 per cent. in 1928, the total being $319,906,417, as compared with $254,109,362 the previous year.

While seven states reported 1928 registrations of over more than 1,000,000 motor vehicles, a commonwealth passed the 2,000,000 mark for the first time, when New York reported total registration of 2,051,469. The six other states in the 1,000,000 class were: California, 1,812,807; Pennsylvania, 1,653,813; Ohio, 1,649,699; Illinois, 1,598,205; Michigan, 1,251,221 and Texas, 1,207,441. Massachusetts, as in 1927, continued to maintain eighth place on the list, with 885,301 registrations.

In state fees, drivers' license and gasoline taxes, the highest five were: Pennsylvania, $49,622,603; California, $39,141,663; Michigan, $37,011,427; Ohio, $36,724,956 and Texas, $35,995,267.

California led in the amount collected from the gas tax, with $29,909,709, while other leading states were: Ohio, $24,884,698; Pennsylvania, $22,508,826; Michigan, $18,334,840 and Texas, $18,285,187.

The five states with the highest per vehicle tax were: Florida, $45.86; Oregon, $43.70; Arkansas, $43.60; Georgia, $38.60 and Virginia, $38.54. Illinois with $9.71 had the lowest per vehicle tax levy.

I. H. C. LEASES NEW BUILDING IN RACINE

Racine, Wis., April 12.—The International Harvester Company has taken a ten-year lease in a $100,000 building which is to be constructed immediately at 1006 to 1012 Herrick Ave. The center will be headquarters for International for southeastern Wisconsin, with a complete display of tractors, trucks and farm implements.

The company here will maintain a complete service station and equipment supply. The building will also house Hulbert Brothers, Inc., owners of the building.

PERFECT CIRCLE WILL BROADCAST WEEKLY

Hagerstown, Ind., April 12.—The Perfect Circle Company announces an entirely new series of radio programs featuring Charlie Davis and his orchestra from the Indiana Theater of Indianapolis. These programs of popular dance music with instrumental as well as vocal novelties are to be continued weekly for twenty-six weeks on Wednesdays from 8.30 to 9 o'clock Central time and 9.30 to 10 Eastern time over WLW of Cincinnati.

Line up with a leader

No franchise in the industry offers greater opportunities to progressive dealers than the Willys-Overland franchise.

The greater beauty, larger bodies, important engineering advantages and startling low prices of the new Superior Whippet make it the outstanding value in both the Four and light Six classes.

The new style Willys-Knight "70-B" is the largest, most beautiful and most powerful Knight-engined car ever offered at so little cost.

1929 is proving a big year for Willys-Overland dealers!

WILLYS-OVERLAND, INC.

TOLEDO, OHIO

WILLYS-OVERLAND SALES CO., LTD., TORONTO, CAN.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Paying by Results

ONE of the leaders in the new spirit of relationship between employers and employees is the General Electric Company of Schenectady, N. Y., which has for several yars been developing a plan for paying its employees for results instead of merely for time spent on the job. In his recent report to the company covering the year 1928, President Gerard Swope announced that a grand total of $7,431,157 had been paid to employees in supplementary and extra compensation.

Some years ago the General Electric organization became dissatisfied with the traditional method of paying wages purely on a time basis. The officials felt that this age-old method of paying left no incentive for skill and energy to show its full worth. While in some cases the time payment method is the only one that has so far been discovered to meet the peculiar conditions of labor, this organization has been constantly developing more satisfactory ways of permitting its employees to earn in accordance with the results they achieve.

It has used the direct piece-work plan and has evolved a number of modifications of this method of payment, task and bonus, group incentive and others. Earnings of employees are carefully studied to identify those who are making the highest earnings so as to retain them in service and give them opportunity for earning more, for promotion to supervisory work. This is done because the company believes that its interest lies in getting the best and most skillful workmen and supervisors, thereby increasing the productiveness of its capital investment. This also results in cutting down the labor turnover and thus brings a saving in expense.

The basic method employed is the giving of a 5 per cent. supplementary compensation on their actual earnings to all employees, not in the higher salaried positions, who have been with the company five years or more. This supplementary compensation is paid in cash twice a year.

At the present time studies are being conducted to see if this supplementary compensation for continuous service can be made dependent on the profits of the company according to the degree in which the individual contributes to that prosperity.

Employees who have reached supervisory and other important positions in all departments, including engineering, administrative, manufacturing and sales, are formed into groups having a common interest in and responsibility for the results achieved by their respective departments. The elements of the responsibility of each group are predetermined and are used in defining the efficiency of operation in a given department. Periodical reports are prepared showing the progress of each group, and at the end of the year the extra compensation fund for a given group is calculated on the results achieved.

The General Electric Company also maintains insurance, pension and other welfare funds for the benefit of employees and a department which assists workers in financing the building of homes.

The point to be noticed in all this is that the General Electric Company does all this, not as a matter of charity, but because it is good business. By giving its workers incentives to do better work and to stay with the organization, its general productivity is raised. Its labor turnover is cut down, decreasing an expense item that is a serious matter with many manufacturers.

From the outstanding success of General Electric, we are justified in thinking that enlightened handling of labor is a dividend-paying proposition.

Automotive Industry Leading All Others in St. Louis, Survey Shows

St. Louis, Mo., April 12.—Automobiles, parts, bodies and accessories are the leading products of this city contrary to the popular belief that shoe production leads all other industries, the research bureau of the Chamber of Commerce here has announced.

The bureau, which bases its findings upon the figures of the United States Census Bureau, reveals that the automotive industry surpassed the shoe industry here by $20,000,000 in the course of a year. The automotive industry's products were valued at $98,809,422, against the $78,000,000 shoe output.

Although the survey by the local Chamber of Commerce is based upon the latest available census records, they are using the year of 1927 as a representative period. During that time the production of motor vehicles, not including motorcycles, totaled $82,971,300, and bodies and automobile parts totaled $15,838,122.

While the automotive industry leads in production it is far below the leader in the number of employes, taking seventh place with a total of 3,975 employes. This figure does not, however, include the repair and service stations, but only the manufacturers.

That the automobile is responsible for this city keeping pace in the manufacturing business is shown by the fact that only Detroit, as an automobile center, has shown steady progress during recent years as has this city, the chamber points out.

F. W. HOHENSEE BUYS CHRYSTAL OIL BURNER

Newark, N. J., April 12.—F. W. Hohensee, former vice-president of General Motors and later vice president of Durant Motors, Inc., has acquired the controlling interest of the Chrystal Oil Burner Corporation with a factory in this city. J. F. McCarthy is vice-president of the concern. The offices are at 1440 Broadway, New York.

SPARKS-WITHINGTON CO. APPOINTS F. S. PURVIANCE

Jackson, Mich., April 12. — The Sparks-Withington Company, maker of Sparton radio receivers and automobile warning signals, announces the recent appointment of Frank S. Purviance as district sales representative in the Michigan-Indiana territory: Mr. Purviance was formerly service manager for the company, covering Missouri, Kansas, Nebraska, Colorado and Wyoming.

PETROLEUM GROUP WILL MEET ON APRIL 25 AND 26

Washington, April 12.—The semi-annual meeting of the National Petroleum Association will be held at the Riverside Hotel, Cambridge, Springs, Pa., April 25 and 26. The first day will be devoted to marketing and manufacturing. In the evening there will be the fellowship supper. The second day will be given over to discussions on accounting, fire and safety, standards and tests and traffic and transportation.

YOUNG RADIATOR REPORTS BEST BUSINESS IN HISTORY

Racine, Wis., April 12.—The Young Radiator Company reports a considerably greater activity than it has ever experienced in the past, having more orders on file and having made much heavier shipments during the month of March than at any previous period in its history. The scope of this company's products includes several new developments in the cooling field in addition to the large expansion required for heating unit products, which it also manufactures.

Accessories Dealer Makes Bequests to Faithful Employees

Jersey City, N. J., April 12.—In recognition of faithful service, the late Samuel Barnett, wealthy automobile parts and accessories dealer, willed Miss Bertie Berman $5,000 and Oscar Renner $2,000.

Julius Barnett and Sidney Barnett, nephews, and Lena Barnett, a niece, are each left $1,000. The rest of the estate is left in trust to pay the net income for life to his widow, Frances.

ALLBESTOS OPENS ATLANTA WAREHOUSE

Philadelphia, Pa., April 12.—The Allbestos Corporation has opened a warehouse in Atlanta, Ga., at 286 Spring St., N. W.

At this location a complete line of Allbestos products will be stocked. An adequate force of warehouse men will devote their entire time to servicing this stock, insuring prompt deliveries.

PHIL W. SLOAN JOINS SLADE ASBESTOS CORP.

New York, April 12.—Announcement has been made by Slade Asbestos Corporation that Phil W. Sloan has recently joined the organization as sales engineer, with headquarters in Detroit.

Mr. Sloan has been many years with the Timken-Detroit Axle Company, where he has served in various executive positions, recently as assistant to the president.

HERCULES MOTOR CORP. HAS 3,000 MONTHLY OUTPUT

Canton, O., April 12.—To provide adequate production facilities the Hercules Motor Corporation has completed a substantial addition to its plant and addition to its equipment. The new building as well as the new equipment is now in full operation and the company is turning out between 2,500 and 3,000 engines monthly. The large majority of these go to the automotive industry.

CALENDAR OF COMING EVENTS

APRIL

4-15—**Nantes, France.** Commercial car show.
6-14—**Detroit, Mich.** Second Annual All-American Aircraft Show at Convention Hall.
6-21—**Lille, France.** Commercial car show.
10-24—**Brussels, Belgium.** Tenth Commercial Fair.
12-27—**Utrecht, Netherlands.** Automobile show and fair.
12-27—**Milan, Italy.** Truck show.
17-19—**Baltimore, Md.** National Foreign Trade Council meeting.
20-23—**Jugo-Slavia.** Automobile show.
22-29—**Goldsboro, N. C.** Automobile show.

MAY

1- 3—**Detroit, Mich.** American Society of Mechanical Engineers' Convention.
1-11—**Barcelona, Spain.** Automobile show.
2-11—**Melbourne, Australia.** Automobile show.
13-15—**Chicago.** National Highway Traffic Association, annual convention.
23-30—**Shawnee-on-Delaware, Pa.** General Motors Managing Directors conference.
27-29—**Detroit, Mich.** Automotive Engine Rebuilders' Association annual convention at Hotel Statler.
27-30—**St. Louis, Mo.** American Society of Mechanical Engineers aeronautic meeting.
25-June 2—**Goteburg, Sweden.** Twelfth Fair.
30-June 9—**Ljubljana, Jugo-Slavia.** Sample fair.

JUNE

25-28—**Saranac Lake, N. Y.** Society of Automotive Engineers' summer meeting.
30—**Le Mans, France.** French Grand Prix.

JULY

16-27—**London, England.** Olympia International Aircraft Show.

SEPTEMBER

7-15—**Chicago, Ill.** International Aircraft Exhibition.
9-13—**Cleveland, O.** American Society for Steel Treating, Eleventh Annual Convention.
9-12—**Cleveland, O.** American Welding Society, National Fall Meeting.
9-12—**Cleveland, O.** Institute of Metals Division, American Institute of Mining and Metallurgical Engineers, National Fall Meeting.
9-12—**Cleveland, O.** Iron and Steel Division, American Institute of Mining and Metallurgical Engineers, National Fall Meeting.
11-13—**Cleveland, O.** Iron and Steel Division, American Society of Mechanical Engineers, National Fall Meeting.
28-Oct. 4—**Atlantic City, N. J.** American Electric Railway Association Convention.
30-Oct. 4—**Cleveland, O.** National Machine Tool Builders' Association Convention.

OCTOBER

2-4—**Cleveland, O.** Society of Automotive Engineers' Production meeting.
2-13—**Paris, France.** Automobile show.
17-26—**London, England.** Automobile show.
23-30—**Prague, Czechs-Slovakia.** Automobile show.

NOVEMBER

4- 9—**Chicago.** Motor and Equipment Association Show.
7-16—**London, England.** Truck show.
11-16—**Detroit, Mich.** National Standard Parts Association Show and Convention.
14-24—**Paris, France.** Truck show.

It's in the Air

"The automotive dealer today will be the airplane dealer tomorrow."

$1,080,000 IN PLANES SOLD AT SHOW IN DAY

Special from A. D. N. Detroit Bureau

Detroit, April 12.—Curtiss Flying Service, Inc., and Universal Aircraft Corporation purchased in one day $1,080,000 worth of airplanes at the aircraft show in this city.

Curtiss signed to accept eighty-seven Cessna four and six passenger cabin monoplanes from the Cessna Aircraft Corporation of Wichita, Kan. The transaction involves $780,000 and the crafts will be used for long distant and cross-country transportation, taxi service and aerial photography.

Universal placed orders for eight Fokker Super-Universals, four Fairchilds and two Boening mail planes. The transaction involved $300,000.

Attendance at the aircraft show has been large and has attracted many people from all over the country.

CONSOLIDATED INSTRUMENT SALES AT HIGH RECORD

New York, April 12.—The Consolidated Instrument Company of America, Inc., manufacturer of airplane, marine and automotive instruments and instrument boards, reports today business for the first quarter of 1929 at a new all-high record, with deliveries approximately double those for the corresponding period of 1928. Consolidated is conducting negotiations for the taking-over of exclusive American production and sales rights for a well-known French type of aircraft magneto. Consolidated reports that its recently acquired subsidiary, the Molded Insulation Company of Mount Vernon, N. Y., has started erection of a new manufacturing plant in that city, which will triple manufacturing capacity.

WRIGHT FIRST QUARTER GROSS ABOUT $3,000,000

Paterson, N. J., April 12.—Gross business of the Wright Aeronautical Corporation for the first quarter of the year, estimated at approximately $3,000,000, was the largest in any quarter of the company's history, and compares with gross business of $1,488,000 in the similar period a year ago, and $537,000 in the first quarter of 1927.

Net earnings in the first quarter are expected to be about $550,000, equivalent to $1.83 a share on the company's 300,000 shares of common stock outstanding. This compares witn a net income of $470,897 in the first quarter of 1928 and $133,670 in the corresponding period in 1927.

PLANE-COOLING LIQUID IS DECLARED A SUCCESS

Washington, April 12.—Tests of ethylene-glycol, the cooling liquid developed by the Army Air Corps for use in radiators of airplane engines, have been given ample support to first claims of success for the new mixture, the War Department announced today.

UNITED AIRCRAFT EARNS $4,641,435 DURING 1928

New York, April 12.—Statement of United Aircraft and Transport Corporation and subsidiaries, including Boeing Airplane and Transport Corporation and subsidiaries, Pratt & Whitney Aircraft Company, Chance Vought Corporation, Hamilton Metalplane Company and Hamilton Aero Manufacturing Company, for year ended December 31, 1928, filed with New York Stock Exchange, show operating revenue and sales of $17,820,056 and consolidated net income of $4,641,435 after depreciation, minority interest and Federal taxes.

FORD CUTS PRICES ON TRI-MOTORED AIRPLANES

Detroit, April 12.—The Ford Motor Company has announced price reductions ranging from $7,000 to $10,000 on its tri-motored all-metal ships. The change in prices now brings Model 4 A. T. down to $42,000, a reduction of $7,000. Model 5 A. T. has a new rating of $55,000, a $10,000 reduction, and Model 6 A. T. will be sold at $8,000 less than the old price, or $50,000.

ANNOUNCES 3 CHANGES IN DETROIT-CHEVROLET; RYDER SALES MANAGER

Special from A. D. N. Detroit Bureau

Detroit, April 12.—Three changes in the Detroit-Chevrolet organization, including the appointment of a new city sales manager, a new parts and service manager and a new city representative, are announced by A. H. Goodman, zones sales manager.

J. W. Ryder is the new city sales manager, replacing J. D. McLeod, who has been appointed zone sales manager at Flint to succeed the late C. L. Garner. Mr. Ryder has been city sales manager in Cleveland, O., and has been with Chevrolet since 1924, and before that time had several years of automobile merchandising experience.

In Detroit Mr. Ryder will supervise the sales activities of the twenty-six Chevrolet dealers who have established as their 1929 quota the sale of 25,000 automobiles. Last year 18,000 Chevrolets were merchandised in this city.

C. J. Peters, recently zone parts and service manager at Pittsburgh, Pa., succeeds T. W. Moss, who has been summoned by the central office to a responsible position in the service department. The other appointment brings to Detroit F. N. Phelps as new city representative to succeed L. Johnson, who has been transferred to Flint as regional organization manager.

TODAY'S NEW CAR REGISTRATION REPORTS FOR FEB., 1929

These returns are carried in Automotive Daily News from day to day, as received up to hour of publication. Recapitulation of these daily reports is published every Thursday

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Service, Springfield, Ill., and New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. Readers desiring county, city or town lists, or lists of owners in any given section, may obtain these by addressing any of these three companies.

States	Auburn	Black Hawk	Buick	Cadillac	Chevrolet	Chrysler	De Soto	Dodge	Durant	Elcar	Erskine	Essex	Ford	Franklin	Gardner	Graham-Paige	Hudson	Hupmobile	Jordan	La Salle	Lincoln
Colorado	7		98	4	570	41	41	100	62		9	148	815	3		31	48	20		3	2
Tennessee	4	1	99	7	912	41	22	132	27		7	128	1080	5	2	37	25	22		10	1

States	Locomobile	Marmon	Nash	Oakland	Oldsmobile	Packard	Peerless	Pierce-Arrow	Plymouth	Pontiac	Reo	Stearns-Knight	Studebaker	Stutz	Whippet	Willys-Knight	Windsor	Miscellaneous	Totals
Colorado		10	103	21	44	3	1		55	94	5		24	3	175	27	2	4	2573
Tennessee			54	21	50	11		1	43	94	7	2	57		152	15		9	3078

ENGINEERS ARRIVE IN RUSSIA

Moscow, April 12.—A group of American automotive engineers, headed by A. J. Brandt of Detroit, have arrived to assist the Soviet project for construction of a factory capable of producing 100,000 automobiles yearly. The experts also will assist in rehabilitating the old automobile factory here.

CURRENT PRICES OF PASSENGER CAR MODELS

AUBURN—6-80. 120 W. B.

4-dr. Spt. Sedan.895 | Victoria 1,095
4-dr. Reg. Sed.1,095 | Cabriolet 1,095

AUBURN—8-90. 125 W. B.

4-dr. Sp. Sedan.1,395 | Cabriolet 1,495
4-dr. Reg. Sed.1,495 | 7 Sedan 1,595
Speedster .....1,495 | Phaeton Sedan..1,695
Victoria 1,495

AUBURN—Series 120. 130 W. B.

5 4-dr. Sp. Sed.1,795 | Cabriolet 1,895
5 Sedan .....1,895 | Victoria 1,895
2 Speedster ...1,895 | Phaeton-Sedan .2,095

BLACKHAWK—6-cyl. 127½ W. B.

5 Coupe .....2,395 | 5 Sedan 2,395
2 Speedster ...2,535 | 4 Speedsr (TC).2,735
2 Coupe .....2,495 | 8 Wey Chantilly.2,595
Cabrio. Coupe..2,595 | 4 Wey Monaco..2,655
4 Speedster ...2,535 | 4 Wey eDauv'le.2,655

BLACKHAWK—8-cyl. 127½ W. B.

5 Coupe .....2,395 | 5 Sedan 2,395
2 Speedster ...2,535 | 4 Speedsr (TC).2,735
2 Coupe .....2,495 | 5 Wey Chantilly.2,595
Cabrio. Coupe..2,595 | 4 Wey Monaco..2,655
4 Speedster ...2,535 | 4 Wey Deauv'le.2,655

BUICK—Series 20. 116 W. B.

2 Bus. Coupe..1,195 | 4 Special Coupe.1,250
5 2-dr. Sedan..1,220 | 5 4-dr. Sedan...1,320
5 Touring ....1,225 |

BUICK—Series 40. 121 W. B.

4 Sp. Roadster.1,325 | 5 4-dr. C.C. Sed.1,450
2 Bus. Coupe...1,395 | 5 4-dr. Sedan...1,520
4 Spec. Coupe..1,450 |

BUICK—Series 50. 129 W. B.

5 Spt. Touring.1,525 | 5 4-dr. Sedan ..1,935
7 Touring .....1,550 | 7 Sedan 2,045
5 Cl. C. Sedan.1,875 | 7 Limousine ...2,145
4 Con. Coupe ..1,875 |

CADILLAC—Fisher Custom. 140 W. B.

2 Coupe .....3,295 | 5 Coupe 3,595
2 Roadster ....3,350 | 5 Sedan 3,695
7 Touring .....3,450 | 7 Sedan 3,795
4 Phaeton .....3,450 | 5 Imperial 3,895
5 Town Sedan..3,495 | 4 Spt. Phaeton..3,950
Conv. Coupe...3,595 | 7 Imperial 3,995

CADILLAC—Fleetwood. 140 W. B.

5 Sedan .....4,195 | Tr. Town Cab
5 Sedan Cab...4,195 | (No. 3525)....5,500
7 Sedan .....4,295 | Tr. Town Cab..5,500
5 Imperial ....4,345 | Tr. Lim. Brou.5,500
5 Imp. Cabrio..4,345 | 6 All Wr. Phae.5,795
6 Club Cab....4,395 | 6 All Weather
7 Imperial ....4,545 | Phae (Imp.)..5,995
Tr. Town Cab
(No. 3520)...5,500 |

CHEVROLET—6-cyl. 107 W. B.

Phaeton .....525 | Sedan 675
Roadster .....525 | Sport Cabriolet..695
Coach .....595 | Convert. Landau..725
Coupe .....595 |

CHRYSLER—6-cyl. 65.

Bus. Coupe....1,040 | Touring 1,075
Roadster (RS).1,065 | 4-dr. Sedan.....1,145
2-dr. Sedan....1,065 | Coupe (R.S.)...1,145

CHRYSLER—6-cyl. 75.

Royal Sedan ..1,535 | C. Coupe (RS)..1,795
Coupe (R.S.)..1,535 | 5 Phaeton 1,795
Roadstr (R.S.).1,555 | 5 Phaeton 1,835
4 Coupe .....1,655 | 7 Phaeton 1,865
Town Sedan ..1,655 | Con. Sedan.....2,345
Crown Sedan..1,655 |

CHRYSLER—"Imperial 80." 112 B. H. P.

Roadster .....2,675 | Con. Coupe 2,995
Stan. Coupe...2,895 | 7 Phaeton 3,095
5 Sedan .....2,975 | 7 Sedan 3,095
Town Sedan...2,975 | Sedan Limo.....3,475

CUNNINGHAM—8-cyl. 132 W. B.

Roadster .....7,000 | 2 Coupe 8,000
4 Touring .....7,000 | 4 Enclosed Dr.
Sp. Sp. Roadsr.7,750 | Limousine ...8,500
4 Special Speed | Petit Cabriolet..8,500
Roadster ...7,750 |

CUNNINGHAM—8-cyl. 142 W. B.

6 Touring .....7,000 | Town Car 8,500
7 Touring .....7,000 | Cabriolet 8,500
En. Dr. Lim...8,500 |

DE SOTO—6-cyl.

Faeton .....845 | Cupe De Lujo....885
Roads'r Espanol.845 | Sedan 885
Business Coupe..845 | Sedan De Lujo...955
Sedan Coche ...845 |

DODGE—Senior Six. 6-cyl. 120 W. B.

2-dr. Sedan ...1,495 | Roadster (RS)..1,565
4-dr. Sedan ...1,545 | 4-dr. Lan. Sed..1,595
2 Coupe .....1,545 |

DODGE—New Six. 6-cyl. 112 W. B.

Business Coupe..945 | Phaeton 1,025
Roadster (R.S.)..995 | DeL. Coupe (RS)1,025
5 Brougham ....995 | 4 Victoria 1,025
4-dr. Sedan ....995 | 4-dr. DeL. Sed..1,065

DURANT "40" 4-cyl. 107 W. B.

2-dr. Sedan .....625 | Spt. Roadster ...595
Coupe .....695 | 4-dr. Sedan.....695

DURANT "60" 6-cyl. 109 W. B.

Sp. Roadr (R.S.).685 | Cabriolet (R.S.)..750
Coupe .....695 | 4-dr. Sedan 750
2-dr. Sedan.....695 |

DURANT "66" 6-cyl. 112 W. B.
(Four Speed Transmission)

Coupe (R.S.) ....895 | 4-dr. Sedan 975

DURANT "70" 6-cyl. 119 W. B.
(Four Speed Transmission)

Coupe (R.S.) ..1,195 | 4-dr. Sedan ...1,285

ELCAR—"75." 117 W. B.

2 Roadster .....995 | Bus. Man's Cpe.1,145
5 Touring .....1,075 | 4 Coupe 1,165
5 Club Sedan..1,095 | 4 Con. Coupe...1,165
4 Roadster ....1,145 | 5 Sedan 1,195

ELCAR—"95." 123 W. B.

2 Roadster .....1,295 | 4 Con. Coupe...1,465
5 Club Sedan..1,295 | 4 Coupe 1,465
4 Roadster ....1,435 | 5 Touring 1,495
B. Man's Cpe..1,445 | 5 Sedan 1,495

ELCAR—"96." 123 W. B.

4 Roadster | 4 Con. Roadster.1,665
(Fleetwing) 1,635 | 5 Fleetwing Sed.1,695
Bus. Man's Cpe.1,645 | 5 Prin. Sedan..1,895
4 Coupe .....1,665 |

ELCAR—"120." 127 W. B.

Bus. Man's Cpe.2,245 | 4 Coupe 2,295
5 Sedan .....2,465 | 4 Con. Roadster.2,255
5 Touring .....2,465 | 5 Princess Sed..2,295
4 Roadster ....2,265 | 7 Sedan 2,645

ERSKINE—6-cyl. 109 W. B.

Club Sedan.....860 | 4 Roy. Cabriolet
2 Cabriolet .....875 | with ex. equip..995
Standard Sedan..945 | Roy. Sedan with
extra equip...1,045

ESSEX—6-cyl. 110½ W. B.

5 Coach .....695 | 5 Stand. Sedan...795
2 Coupe .....695 | 5 Town Sedan....850
5 Phaeton .....695 | 2 Roadster 850
2 Coupe (R.S.)...725 | 2 Con. Coupe.....895

FORD—Model A. 103½ W. B.

Roadster .....450 | Coupe 550
Phaeton .....460 | Sport Coupe.....550
Pickup On. Cab..445 | Fordor Sedan.....625
Pickup Cl. Cab..495 | Cabriolet 670
Business Coupe..525 | Town Sedan.....695
Tudor Sedan....525 | Town Car 1,400

FRANKLIN—130. 6-cyl. 130 W. B.

2-3 Coupe .....2,160 | 5 Sedan 2,180

FRANKLIN—135. 6-cyl. 135 W. B.

5 Sedan .....2,485 | Vic. Brougham.2,595
2-3 Coupe .....2,510 | Con. Coupe.....2,610
Oxford Sedan..2,535 | Sport Sedan.....2,625

FRANKLIN—137. 6-cyl. 137 W. B.

5 Touring .....2,775 | 7 Touring 2,870
5 Sedan .....2,775 | Oxford Sedan...2,825
7 Sedan .....2,775 | Limousine 2,970
Spt. Runabout..2,785 |

GARDNER—"120." 8-cyl. 120 W. B.

Sport Sedan...1,395 | Coupe 1,495
Roadster .....1,395 | Sedan 1,595

GARDNER—"125." 8-cyl. 125 W. B.

Roadster .....1,695 | Victoria 1,895
Coupe .....1,795 | Sedan 1,895
Brougham ....1,875 | 7 Sedan 2,195

GARDNER—"130." 8-cyl. 130 W. B.

Sport Sedan...1,995 | Victoria 2,395
Roadster .....2,195 | Sedan 2,295
Coupe .....2,295 | 7 Sedan 2,695
Brougham ....2,375 |

GRAHAM-PAIGE—"612." 6-cyl. 112 W.B.

5 2-dr. Sedan....885 | 5 Phaeton 935
5 4-dr. Sedan....925 | 2 Coupe (R. S.)...985
2 Coupe .....925 | Cabriolet (RS)..1,025
Roadster (R.S.)..935 |

GRAHAM-PAIGE—"615." 6-cyl. 115 W.B.

5 2-dr. Sedan..1,155 | 2 Coupe (R. S.).1,245
5 4-dr. Sedan..1,195 | Cabriolet (RS)..1,295
2 Coupe .....1,195 | 5 Phaeton 1,195
Roadster (RS)..1,195 |

GRAHAM-PAIGE—"621." 6-cyl. 121 W.B.

5 Sedan .....1,595 | Roadster (R.S.).1,795
4 Coupe .....1,595 | Cabriolet (R.S.).1,810
2 Coupe (R.S.).1,795 | 5 Phaeton 1,865

GRAHAM-PAIGE—"827." 8-cyl. 127 W.B.

5 Sedan .....1,925 | Roadster (R.S.).2,125
4 Coupe .....1,925 | Cabriolet (RS)..2,145
2 Coupe (R.S.).2,125 | 5 Phaeton 2,195

GRAHAM-PAIGE—"837." 8-cyl. 137 W.B.

7 Phaeton .....2,195 | 5 Coupe (R. S.).2,355
5 Sedan .....2,355 | 7 Sedan 2,425
5 Town Sedan.2,355 | 7 Limousine ...2,495

GRAHAM-PAIGE—"837." 8-cyl. 137 W.B.
(Custom Built Bodies.)

7 Lim. Sedan..3,865 | Limousine 4,430
Town Car.....4,180 |

HUDSON—6-cyl. 122½ W. B.

5 Coach .....1,095 | 5 Town Sedan..1,375
5 Stan. Sedan.1,175 | 2 Con. Coupe...1,450
2 Coupe .....1,195 | 5 Lan. Sedan...1,500
2 Roadster ...1,250 | 5 Victoria 1,500
5 Phaeton ....1,350 |

HUDSON—6-cyl. 139 W. B.

5 Club Sedan..1,350 | 7 Limousine ...2,100
7 Sedan .....2,000 |

HUPMOBILE—6-cyl. 114 W. B.
Standard Models

2-dr. Sedan....1,245 | Roadster (RS)..1,350
4-dr. Sedan....1,350 | 5 Phaeton 1,410
4 Coupe .....1,260 | 7 Phaeton 1,420
Cabriolet (RS).1,385 | 5 Sedan (DeL)..1,945

HUPMOBILE—8-cyl. 120 W. B.
Standard Models

Roadster (RS)..1,725 | 7 Phaeton 1,785
5 Phaeton .....1,755 | 4-dr. Sedan.....1,815
2-dr. Sedan....1,755 | 7 Sedan (DeL)..2,345
Cabriolet (RS).1,755 | 7 Lim (DeL)....2,475
4 Coupe .....1,770 |

JORDAN—"E." 6-cyl. 116 W. B.

Coupe .....1,795 | Sedan 1,795

JORDAN —"G." 8-cyl. 125 W. B.

Sedan .....2,195 | Playboy Roadr..2,695
Coupe .....2,195 | Speedboy Phae..2,895

KISSEL—White Eagle. Model 73

4-dr. Bro. Sed..1,695 | Sedan 1,895
All Year Coupe | Coupe Roadster
Rdstr (F.T.).1,695 | (Solid Top)...1,695

KISSEL—White Eagle. Model 95.

4-dr. Br. Sed..1,995 | 7 Touring 2,095
Sedan .....2,095 | Speedster 2,195
All Year Coupe | Tourster 2,195
Rdstr. (F.T.).2,095 | A. Y. Broug. ..2,595
Coupe Roadster | 7 Sedan 2,595
(Solid Top)...2,095 |

KISSEL—White Eagle. Model 126

All Year Brou.3,185 | 4-dr. Brou. Sed.3,275
Coupe Roadster | Speedster 3,275
(Solid Top).3,185 | Tourster 3,275
All Year Coupe | 7 Sedan 3,785
Rdstr (F.T.).3,185 | Berline Sedan..3,885

LA SALLE—Fisher. 8-cyl. 125 W. B.

4 Phaeton .....2,295 | 4 Spt. Phaeton.2,875
2 Roadster .....2,345 |

LA SALLE—Fisher. 8-cyl. 134 W. B.

5 Family Sed..2,450 | 5 Cy. Lan. Cab 2,725
2 Coupe .....2,495 | 7 Sedan 2,775
Conv. Coupe...2,595 | Imp. Town Sed.2,825
5 Sedan .....2,595 | 7 Imperial 2,875
5 Coupe .....2,625 | Imp. Con. Lan.
5 Town Sedan..2,675 | Cabriolet 2,875

LINCOLN—8-cyl. 136 W. B.

7 Spt. Touring.4,650 | 2 Win. Berline..5,800
4 Spt. Phaeton.4,650 | 3 Win. Berline..5,800
2 Spt. Roadstr.4,650 | Berline Landau.6,100
4 Coupe .....4,800 | Limousine 6,200
2 Club Roadstr.4,900 | Con. Coupe.....6,500
2 Win. Town | Open Dr. Brou..6,600
Sedan .....4,900 | Cabriolet 6,800
3 Win. Town | Con. Sedan.....6,900
Sedan .....4,900 | N. C. Cabriolet.7,100
5 Sedan .....5,000 | All-Wea. Brou..7,200
4 Spt. Phaeton.5,050 | Semi-Col. Cab..7,350
7 Sedan .....5,100 | Cab. (Le Baron).7,400
Limousine .....5,200 | Cab. (Brunn)...7,400
2 Coupe .....5,200 |

LOCOMOBILE—"86."

5 Sedan .....2,295 |

LOCOMOBILE—"88." 140 W. B.

5 Cust. Sedan..2,650 | 7 Cust. Sur....4,000
4 Con. Coupe...3,150 | 7 N. C. A. W.
5 Phaeton .....3,500 | Cabriolet (CB).7,500
7 Cust. Sedan..3,750 |

LOCOMOBILE—"90." 138 W. B.

4 Roadster ....5,900 | 7 N. C. Cabrio.7,500
4 Sportiff .....5,900 | 7 Suburban 7,500
7 Touring .....6,000 | 7 Town Brough.7,500
5 Vic. Sedan...7,300 | 7 S. C. Cabrio..7,750
5 Vic. Sedan...7,450 |

LOCOMOBILE—"48." Custom. 142 W. B.

4 Sportiff .....9,600 | 7 Town Broug.12,500
7 Touring .....9,600 | 7 Tour. Lim...12,500
4 Roadster ...11,000 | 7 E. D. Lim...12,500
7 Cabriolet ...12,500 | 5 Vic. Sedan..12,500

MARMON—8-cyl. 68. 114 W. B.

5 Sedan .....1,465 | 2 Roadster 1,565
2 Coupe .....1,465 | 2 Col. Coupe.....1,565
4 Victoria .....1,520 | 6 Speedster 1,625

MARMON—8-cyl. 78. 120 W. B.

5 Sedan .....1,965 | 4 Victoria 2,065
2 Coupe .....1,965 | 6 Speedster 2,065
2 Roadster ....1,965 | 2 Col. Coupe....2,065

NASH—Standard—6-cyl. 112¾ W. B.

2-dr. Sedan ....885 | 4-dr. Sedan 955
Coupe .....885 | Cabriolet (R.S.)..955
Phaeton .....935 | 4-dr. D.L. Sedan.995

Recent price changes in bold face

NASH—Special Six. 6-cyl 116 W. B.

Coupe .....1,245 | 4-dr. Sedan 1,345
Phaeton .....1,250 | Cabriolet (R.S.).1,345
2-dr. Sedan ...1,260 | Victoria 1,345
Coupe (R.S.)...1,315 | Roadster (R.S.).1,345

NASH—Special Six. 6-cyl. 122 W. B.

7 Sedan .....1,645 |

NASH—Advanced Six. 6-cyl. 121 W. B.

2-dr. Sedan ...1,480 | 4-dr. Sedan 1,550

NASH—Advanced Six. 6-cyl. 120 W. B.

7 Phaeton ....1,550 | Ambas. Sedan..1,825
Cabriolet(R.S.).1,660 | 7 Sedan 1,950
Coupe (R.S)...1,775 | 7 Limousine ...2,190

OAKLAND—6-cyl. 117 W. B.

Roadster .....1,145 | Standard Sedan.1,245
2 Coupe .....1,145 | Cabriolet 1,265
2-dr. Sedan ...1,145 | 4 Spec. Sedan...1,320
Phaeton .....1,145 | 5 Landaulet ...1,375

OLDSMOBILE—Standard. 6-cyl. 113½W.B.

2 Stand. Coupe..875 | 5 Phaeton 945
5 2-dr. Sedan...875 | 5 4-dr. Sedan... 975
4 Spt. Coupe.....945 | 5 Landau 1,035
4 Roadster .....945 |

OLDSMOBILE—Special. 6-cyl. 113½ W.B.

2 Stand. Coupe..950 | 5 Phaeton 1,020
5 2-dr. Sedan...950 | 5 4-dr. Seadn...1,030
4 Spt. Coupe...1,020 | 5 Landau 1,110
4 Roadster ....1,020 |

OLDSMOBILE—De Luxe. 8-cyl. 113½ W.B.

2 Stand. Coupe.1,005 | 4 Spt. Coupe....1,075
5 2-dr. Sedan..1,005 | 5 4-dr. Sedan...1,105
5 Phaeton .....1,075 | 5 Landau 1,165
4 Roadster .....1,075 |

PACKARD—6-26. 8-cyl. 126 W. B.

5 Sedan .....2,275 | 2 Con. Coupe ..2,425
2 Coupe .....2,350 |

PACKARD—6-33. 8-cyl. 133 W. B.

2 Runabout ....2,375 | 5 Club Sedan ..2,575
5 Phaeton .....2,375 | 4 Coupe 2,575
7 Touring .....2,475 | 7 Sedan-Lim ..2,685
7 Sedan .....2,575 |

PACKARD—6-40. 8-cyl. 140 W. B.

2 Runabout ....3,175 | 4 Coupe 3,750
5 Phaeton .....3,175 | 5 Club Sedan...3,750
2 Coupe .....3,250 | 7 Sedan 3,750
7 Touring .....3,275 | 7 Sedan-Lim. ..3,850
2 Con. Coupe...3,350 |

PACKARD—6-45. 8-cyl. 145 W. B.

2 Runabout ....4,585 | 5 Coupe 5,735
7 Touring .....4,585 | 5 Club Sedan.. 5,785
5 Phaeton .....4,585 | 7 Sedan 5,785
5 Spt. Phaeton.4,935 | 7 Sedan-Lim. ..5,985
2 Coupe .....5,385 |

PEERLESS—6-cyl. "61." 116 W. B.

2 Roadster .....1,195 | 4 Victoria 1,195
2 Coupe .....1,195 | 5 Sedan 1,195

PEERLESS—6-cyl. "81." 116 W. B.

5 Sp. Phaeton..1,545 | 5 Stand. Sedan..1,595
2 Coupe .....1,595 | 7 Sp. Phaeton...1,595
4 Victoria .....1,595 |

PEERLESS 6-cyl. "91." 120 W. B.

5 Spec. Sedan..1,695 | 5 Sedan 1,895
Vict. Coupe ...1,895 | 7 Sedan 1,995
Roadsr. Coupe..1,895 |

PEERLESS—"Straight 8." "125." 130 W. B.

5 Sedan .....2,195 | Roadster 2,195
4 Victoria .....2,195 | 2 Coupe 2,195

PEERLESS—"Straight 8." "125." 135 W. B.

7 Sedan .....2,295 |

PIERCE-ARROW—8-cyl. 133 W. B.

5 Club Brough.2,775 | 5 Club Sedan...3,150
2 Coupe (R.S.).2,875 | 7 Sedan 3,150
2 Sp.Road (RS).2,875 | 7 En. Dr. Limo.3,350
4 Spt. Phaeton.2,875 | 5 Club Berline..3,350
5 Sedan .....2,975 |

PIERCE-ARROW—8-cyl. Custom. 143 W. B.

7 Touring .....3,750 | 7 Sedan 3,975
2 Con. Coupe | 7 En. Dr. Lim..4,250
R. S.).....3,750 | A.W. Town Car.5,750

PLYMOUTH—4-cyl. 107 W. B.

Coupe .....655 | Touring 695
Roadster (R.S.).675 | DeL. Coupe (RS).695
2-dr. Sedan.....675 | 4-dr. Sedan.....695

PONTIAC—6-cyl. 110 W. B.

2 dr. Sedan ....745 | Sport Cabriolet...845
Sport Roadster..775 | 4-dr. Sedan 845
Coupe .....745 | Sport. Lan .Sed..895
5 Spt. Phaeton...825 |

REO—Flying Cloud. 6-cyl. 115 W. B.

Coupe (R.S.)...1,395 | Sport Sedan....1,495
Sedan .....1,395 | Spt. Coupe(R.S.).1,495

REO—Flying Cloud "Master." 121 W. B.

Brougham ....1,595 | Sedan 1,745
Coupe .....1,625 | Sport Coupe 1,750
Roadster .....1,685 | Sport Roadster.1,810
Victoria .....1,695 | Sport Victoria..1,820
Spt. Brougham.1,720 | Sport Sedan....1,870

ROOSEVELT—8-cyl.

5 2-dr. Sedan....995 | 4 Vic. Coupe....1,065
2 Coupe (RS)....995 | Co. Coupe (RS).1,695

STEARNS-KNIGHT—6-80. 126 W. B.

Cab. Roadster..2,195 | 5 Sedan 2,195
Cl. Coupe Sed..2,195 |

STEARNS-KNIGHT—6-80. 134 W. B.

5 Coupe .....2,345 | 7 Limousine ...2,645
7 Sedan .....2,545 |

STEARNS-KNIGHT—8-90. De Luxe. 137 W. B.

Roadster .....5,500 | 5 Coupe 5,500
2 Coupe .....5,500 | 5 Sedan 5,500
Cab. Roadster.5,500 |

STEARNS-KNIGHT—J 8-90. De Luxe. 145 W. B.

7 Touring .....5,500 | 7 Limousine ...5,500
7 Sedan .....5,600 |

STUDEBAKER—Dictator. 113 W. B.

Reg. Sedan....1,265 | Royal Sedan (6
Ry. Sd.(W.W.).1,345 | wire wheels
Royal Victoria.1,345 | and trunk rck.1,395
4 Royal Cabrio..1,395

STUDEBAKER—Commander. 6-cyl. 120 W. B.

Bus. Coupe....1,350 | 4 Regal Road...1,450
Reg. Sedan....1,375 | Regal Sedan...1,495
Reg. Victoria..1,375 | Con. Cabriolet..1,495
4 Reg. Road...1,375 | Broug. (cloth)..1,525
2 Bus. Road...1,375 | Brou. (Mohair).1,525
4 Coupe .....1,425 |

STUDEBAKER—Commander. 8-cyl. 120 W. B.

Bus Coupe.....1,495 | Regal Sedan....1,645
Reg. Sedan....1,525 | Con. Cabriolet..1,645
Reg. Victoria ..1,525 | Broug. (cloth)..1,675
4 Coupe .....1,550 | Brou. (Mohair)..1,675
4 Regal Road...1,595 |

STUDEBAKER—President. 8-cyl. 125 W.B.

Reg. Sedan....1,785 | State Sedan
4 Roadster ....1,785 | (cloth) 1,895
State Sedan | State Victoria..1,895
(Mohair) ....1,895 | 4 Con. Cabriol..1,895

STUDEBAKER—President. 8-cyl. 135 W.B.

7 Reg. Sedan..2,175 | 7 State Sedan
5 Brougham ...2,350 | (cloth) 2,350
7 State Sedan | Limousine 2,375
(Mohair) ....2,350 |

STUTZ—8-cyl. 134½ W. B.

5 Coupe .....3,395 | 4 Speedsr (TC)..3,895
2 Speedster ...3,535 | 5 Wey Chantilly.3,895
2 Coupe .....3,595 | 5 Wey Monaco..3,955
Cabrio. Coupe..3,595 | 5 Deauv'le 3,955
4 Speedster ...3,635 | Torpedo Speedr..4,735
5 Sedan .....3,695 |

STUTZ—8-cyl. 145 W. B.

4 Speedster ...3,745 | 5 Con. Sedan ..3,995
7 Sedan .....3,895 | 7 Limousine
7 Limousine ..3,995 | Southampton...4,595

STUTZ—8-cyl. 145 W. B.

5 Sedan .....3,855 | 5 Le B. Sedan..4,595
7 Speedster ...3,895 | 5 Limousine ...4,795
4 Speedr (TC)..3,995 | 6 Brougham ...4,795
C.C. Speedster.3,995 | 6 Sedan 4,795
Cabrio. Coupe..3,995 | 6 Brou. Limo...4,995
5 Wey Biarritz.4,115 | 6 Sedan Limo...4,995
7 Wey Foun- | 7 Sedan Limo...4,995
tainbleau ...4,145 | 5 Tr. Cabriolet..5,410
7 Wey Alxles | 7 Tr. T. Car...5,500
Baines .....4,245 | 7 Tr. T. Car...6,895

VIKING—8-cyl. 125 W. B.

5 4 dr. sedan...1,595 | 4 Con. coupe....1,595
Cl. coupl sedan.1,595 |

VIKING—8-cyl. 125 W. B.

5 Cl. Coupe | 5 Sedan (DeL)..1,755
Sedan (DeL).1,755 | 4 C. Coupe(DeL).1,755

WHIPPET—4-cyl. 96A.

Touring .....495 | Coach 556
Roadstr (con. for | Coupe (RS) 580
com. purposes.500 | Roadstr (colleg.).595
Roadster (RS)...530 | Sedan 615
Coupe .....550 | Sedan DeLuxe....695

WHIPPET—6-cyl. 112½ W. B.

Coupe .....695 | Sedan 760
Coach .....695 | Roadster De L.
Coupe (R.S.)....725 | (wire wheels)..850
DeL. Sedan.....850

WILLYS-KNIGHT—56. 109¼ W. B.

Touring .....945 | Coupe 995
Roadster .....945 | 5 Sedan 1,045
5 Coach .....945 |

WILLY-KNIGHT—6 70B. 112½ W. B.

Coupe .....1,045 | Sedan 1,145
Touring .....1,045 | Roadster 1,045
Coach 1,045

WINDSOR WHITE PRINCE—6-72

5 Sedan .....1,495 | Cabriolet 1,495
Petite Sedan...1,495 | Roadster 1,495
Vic. Brougham.1,495 | 7 Sedan 1,845

WINDSOR WHITE PRINCE—8-82

Roadster .....1,795 | Vic. Brougham..1,845
5 Sedan .....1,845 | Cabriolet 1,845
Petite Sedan..1,845 | 7 Sedan 2,145

WINDSOR WHITE PRINCE—8-92

Roadster .....1,945 | Vic. Brougham.1,995
5 Sedan .....1,995 | Cabriolet 1,995
Petite Sedan...1,995 | 7 Sedan 2,245

Latest Engineering News of the Industry

Two New Bodies on 112-in. Graham-Paige Chassis

DETROIT, April 12.—Graham-Paige has brought out a two-door five-passenger sedan to complete the line of bodies supplied on the six-cylinder 112-inch wheelbase

In style and comfort, the new two-door closely follows the standards of the four-door model. Both exterior and interior carry the features that mark the full sedan type.

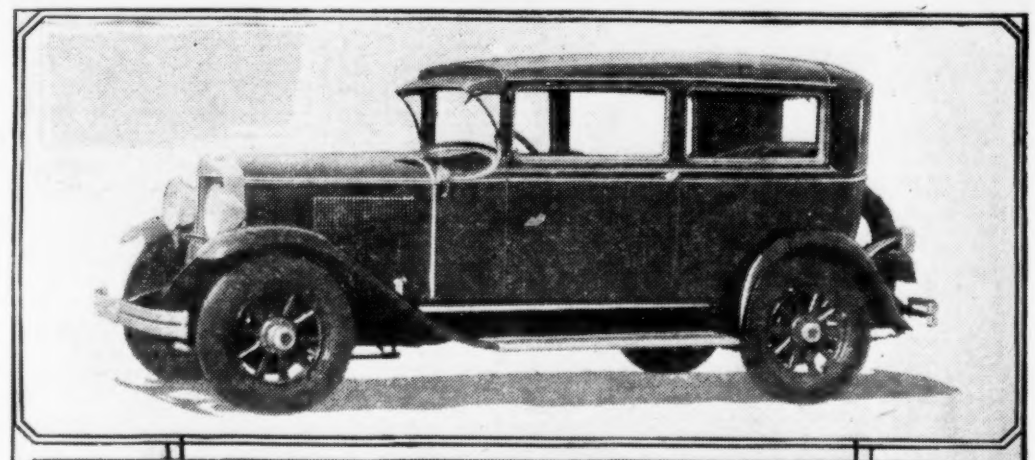
Standard equipment includes painted wood wheels, with 5x19 balloon tires; but the car may be obtained with steel or wire wheels—either five wheels with a spare tire carrier or six wheels with side mountings and a trunk rack.

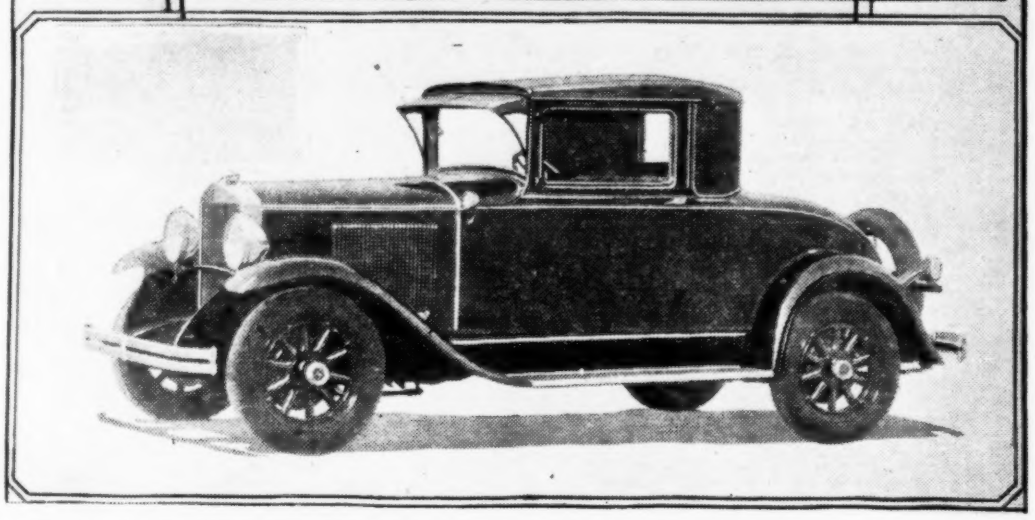
The new sedan is finished in a light gray with moldings and reveals in a lighter gray, striped with emerald green. Both steel and wood wheels are in the lighter gray, emerald striped, while wire wheels are emerald green all over.

There is a sliding arrangement for the two front seats. Passengers in either seat may, by releasing a convenient latch, roll forward, opening a clear passageway for those entering or leaving the rear compartment. The old draw-back of the two-door car—the inconvenience to front seat passengers who were compelled to get out of the car to admit others—is thus eliminated.

The seat cushions and backs are upholstered in Chase mohair, with carpet, headlining and side-wall trim in closely harmonizing colors. The interior hardware, which includes a dome light with toggle switch in the right side door pillar, is of rose design. Garnish moldings and the instrument board are finished in a color matching the body. Arm rests with inset ash trays are comfort features.

With the adition of the two-door sedan, the 612 chassis—six cylinders, 112-inch wheelbase—is now available in seven body styles. Besides the new two-door, this series of car has had added to it, since the show season, a two-passenger coupe model—either with or without a rumble seat for two additional passengers. Each type may be had with wood, steel or wire wheels.





ABOVE—Two-door sedan mounted on Graham-Paige 612 chassis.

BELOW—Graham-Paige model 612 coupe on 112-inch wheel base chassis.

Mack Making New Streamline Type City Bus Body

New York, April 12.—Mack Trucks, Inc., is now actively engaged in the manufacture of a line of new city type bus bodies for use with either four or six cylinder chassis.

In the new bodies, known as the CI type, Mack has retained the construction characteristic of previous Mack bus bodies, but at the same time has produced a modern appearance due to a streamline effect with a lower belt line extending the full length of the chassis.

In the new bodies, the rub rail has been eliminated, and the doors are equipped with concealed door hinges and smooth panels. Improved destination sign, and new type of ventilators are also features of the new bodies.

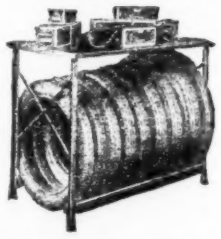
Spare tires are carried beneath the chassis instead of at the rear, allowing for greater body overhang without increasing over-all overhang. The cowl has been considerably shortened and the steering is placed outside the frame and well forward, so that the driver is seated in the left forecorner of the body as compactly as is practicable for providing more room for standees.

The new Mack city type buses have smooth wide ceilings, large aisle space, clear vision, leather-covered seats, flexolith flooring, close-fitting advertising car rack and a convenient passenger signal system. They are built to accommodate from twenty-nine to thirty-seven passengers, and their width of ninety-six inches insures the maximum of riding comfort for standees.

All major strength members, such as posts, pillars and frame are made of selected, thoroughly dried white ash. Body is built up on steel structural angle sills, and posts are secured by through bolts to malleable iron gussets, hot rivited to sills, which are illustrated in the accompanying photographs. All joints are mortised and tenoned, screwed, glued and reinforced by pressed steel angle plates and braces. All posts and exterior and interior exposed wood are metal-covered with aluminum.

No. 14 gauge sheet aluminum is used, shaped to the sweeps and curves of the body. Vertical individual panels facilitate body repairs. Panels screwed and nailed to body framing. Joints covered with aluminum molding, screwed to permit easy repair. Lower belt panel, six inches wide, is continuous through length of body. Letterboard, three inches wide, is continuous.

FIRE INSPECTION RACK ADDED TO LYON LINE



COUNTER-HI TIRE RACK

Aurora, Ill., April 12.—Lyon Metal Products, Inc., has just announced the addition of the counter-hi tire rack to their line of tire racks and other steel storage, display and shop equipment.

It is a rigid, self-sustaining steel display rack 49½ inches wide, 24 inches deep and 39 inches high, with rounded tire bars to carry the tires and a heavy twelve-gauge counter top plate to display tubes and accessories. First section, $15; additional sections, $13.

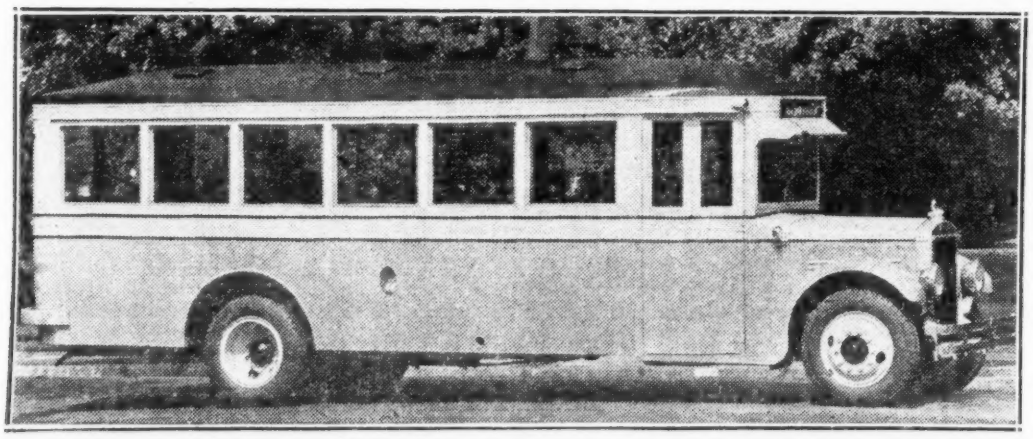
Tire sections of accessory stores will do more business displaying tires under these tables, where the customer can find the tire he wants, examine it and see the price. Tubes, chains and rim parts can be made into interesting display on top of the tables.

ELIAS STOCK OFFERED

New York, April 12.—Offering of 30,000 shares of no par common stock of Elias Aircraft and Manufacturing Corporation at $25 a share is made by Lowell Underwriters, Inc., and Harry Thompson & Co., Inc.

TURLAY SELLS INTEREST IN WILCOX COMPANY

Vancouver, Wash., April 12.—C. C. Turlay has sold his interest in the Wilcox Motor Company, Vancouver Buick dealers, to Frank Wilcox, senior partner in the firm, and has moved to Portland, Ore.



MACK stream-line city bus body, which has just been introduced.

Financial News

Nash Income Up 58% in Quarter; Sales Make Gains

Kenosha, Wis., April 12.—The Nash Motors Company reported an increase of 58 per cent. in net income for the quarter ended February 28 in the Nash fiscal year, with a total of $4,118,870, compared with $2,604,378 for the same quarter a year ago. This figure compares with $4,137,508, the highest previous record first quarter in 1926.

The regular quarterly dividend of $1.50 a share was declared at the directors' meeting here Wednesday, payable May 1 to stockholders of record at the close of business April 20.

The report on earnings was described as "exceedingly satisfactory" by C. W. Nash, president of the company, "particularly in view of the extremely cold weather during January and February, which prevented dealers throughout a large portion of the country from taking delivery on cars.

"Despite these unfavorable conditions, Nash reported an increase in January sales of 77 per cent. over the year before. February exceeded the previous February by 34 per cent. March sales have just been reported as 45 per cent. greater than March, 1928.

"The company carried into April 1,500 orders from March, and with increased export business during April the company expects to produce 16,000 units.

"The Nash Motors Company believes it occupies the most favorable position in its history."

Fort Atkinson, Wis., April 12.—J. V. Romoser of the Romoser Automobile Company, has purchased the Knilans Hudson-Essex Company, and will henceforth handle the same make of cars.

JORDAN REPORTS PROFIT OF $57,508 FOR MARCH; PRODUCTION CLIMBING

Cleveland, April 12.—Jordan Motor Car Company reports for quarter ended March 31, 1929, profit of $57,508, after interest and depreciation, but before Federal taxes.

Income account for quarter ended March 31, 1929, follows: Sales, $1,015,682; operating profit $62,500; interest and charges, $19,675; balance, $42,825; other income, including discounts on purchases, $14,683; profit before Federal taxes, $57,508.

Production in February was three times that of January. March production doubled that of February, and April production will be 50 per cent. greater than March.

Production on new models was not started until February.

CONTINENTAL OIL WILL ABSORB MARLAND FIRM

New York, April 12.—Completion of the merger of the Continental Oil Company and the Marland Oil Company is near, according to announcement here today. This deal, which will bring together properties valued at more than $200,000,000, may yet include the Union Oil Company of California, which in itself is a $350,000,000 corporation. The Marland name will be dropped and the Continental retained. Morgan interests are engineering the transaction.

HOLLAND TUNNEL PROFIT $813,630 IN QUARTER

Jersey City, N. J., April 12.—Net profit from the operation of the Holland Tunnel in the first quarter of 1929 amounted to $813,630, as against $559,077 for the same period last year, a 45 per cent. increase, according to a joint statement issued yesterday by Theodore Boettger, chairman of the New Jersey Interstate Bridge and Tunnel Commission.

Financial News of the Automotive Industry

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

THURSDAY, APRIL 11, 1929

Previous, 1929 High	Previous, 1929 Low	Div.		Sales	High	Low	Close	Net Change
97½	48	....	Advance Rumely	21,000	91	89	90	+ ¾
94	58½	....	do pf	1,000	90	89	90	+ 2
114⅝	95⅛	2	Air Reduction	1,400	100⅜	97⅞	100⅜	+ 2⅜
11¼	7½	....	Ajax Rubber	700	7⅞	7¾	7⅞	....
....	....	....	Allis Chalmers		No sales today			
....	....	....	do pf		No sales today			
60⅞	40½	....	Am Bosch Magneto.	300	53¼	52⅞	53¼	— ⅝
....	....	....	Am. Chain pf.....		No sales today			
8⅞	6	....	Am.-La France	700	6¾	6⅝	6⅝	— ⅛
63⅛	33¼	....	Briggs Mfg. Co.....	7,800	44⅜	42⅝	43½	+ ⅞
73⅞	51	3	Brockway Motor	300	55	54⅛	54⅛	+ ⅝
56¼	48⅛	3.50	Chi. Pneu. Tool pf..	100	49⅝	49⅝	49⅝	— ⅞
....	....	....	Chicago Yellow Cab.		No sales today			
135	89¾	3	Chrysler Corp.	106,100	93½	89⅞	92	— ½
....	....	....	do pf		No sales today			
62⅝	43	2	Commercial Credit..	6,100	51	49	50⅜	+ ½
....	....	....	do pf		No sales today			
195	131½	4	Com. Invest. Trust..	200	160¾	160½	160½	— 1½
99	94	6.50	do pf	100	95	95	95	....
....	....	....	Continental Motors..		No sales today			
....	....	....	Cutler-Hammer		No sales today			
198½	155¾	4	Du Pont	200	177	177	177	....
76¾	60¼	3	Eaton Axle & Spring	1,600	64½	63¼	64½	— 1½
170	126¾	4	Electric Auto-Lite ..	4,100	143⅞	140	143⅝	+ 4⅝
92⅞	77	5	Elec. Stor. Battery...	1,500	80¾	80¾	80¾	— ¼
22½	10⅝	....	Emerson Brant	200	13	13	13	+ ½
....	....	....	do pf		No sales today			
....	....	....	Evans Auto Load....		No sales today			
22⅜	14½	.80	Federal Motors	400	16⅛	16	16	— ⅛
20⅛	10⅞	....	Fisk Rubber	5,600	11¼	11	11⅛	....
....	....	....	do 1st pf.....		No sales today			
33⅞	20	....	Gabriel Snubber	500	23⅞	23¼	23¾	— ⅛
25	10½	....	Gardner Motor	300	13½	13½	13½	— ⅛
262⅜	219	4	General Electric	17,400	236	230¾	234¼	+ 3¼
91¾	77⅛	3	General Motors	75,500	84⅞	83⅛	84¼	+ ¼
126½	124½	7	do pf	400	124¾	124¾	124¾	....
110½	109	6	do deb 6 per cent..	300	109½	109½	109½	+ 1¼
45	36⅞	1.50	Glidden Co.	2,800	43½	42¾	43⅛	+ ⅛
....	....	....	do pf		No sales today			
105¾	83⅝	4	Goodrich	2,400	88⅞	88	88	....
....	....	....	do pf		No sales today			
154½	112	....	Goodyear T. & R....	8,900	134⅛	132⅝	132⅝	+ ⅛
104⅞	101¾	7	do pf	300	103½	103⅛	103⅛	— ⅜
54	39⅛	....	Graham-Paige Motor	2,700	41	40¼	41	+ ¼
....	....	....	Hayes Body		No sales today			
93½	81⅛	5	Hudson Motor Car..	4,400	86¾	85½	86¼	— ⅛
82	55⅜	2	Hupp Motor Car....	21,000	58⅞	55⅝	58⅛	+ 1
32½	20⅛	....	Indian Motocycle ..	100	20½	20½	20½	— ⅛
....	....	....	Intercon. Rubber....		No sales today			
115	92¾	2.50	Internat. Harvester..	2,500	104⅜	103⅛	104⅜	+ 1⅞
....	....	....	do pf		No sales today			
242¾	155¼	3	Johns-Manville	19,600	183⅜	179¼	181	+ 2
16½	6	....	Jordan Motor Car...	400	10¾	10⅝	10⅝	— ⅛
24	11	....	Kelly-Springfield ...	4,100	15⅞	15	15⅜	+ ¼
....	....	....	do 6s pf.....		No sales today			
94⅞	75¼	....	do 8s pf	600	79	75¼	79	+ 3¾
61¾	47⅛	2	Kelsey-Wheel	800	50½	50⅛	50½	— ¼
....	....	....	do pf		No sales today			
....	....	....	Lee Rubber & Tire..		No sales today			
61	53⅜	2.40	Link Belt	200	54⅛	53⅛	53⅛	— 1
114¾	91	6	Mack Trucks	8,800	106	103¾	105	+ ½
84	66¾	4	Marmon	1,200	76	75	76	+ 1⅞
79⅞	69⅛	2	Marlin Rockwell	100	72⅛	72⅛	72⅛	+ 2⅛
....	....	....	Martin Parry		No sales today			
34⅞	20	....	Mengel	1,500	23½	22	23⅛	+ ⅞
28⅞	22½	....	Miller Rubber	400	25⅞	25½	25⅞	+ ⅜
8	5	....	Moon Motors	4,100	6½	5½	6½	+ 1
25¾	18⅛	....	Moto Meter A.....	400	20	19	20	+ 1
206	112	2	Motor Products	300	119	111	119	+ 7
47½	39	2	Motor Wheel Corp...	200	42¼	42	42	— ½
81⅞	58⅛	....	Mullins Mfg.	700	63⅛	62	62⅞	+ ⅞
78¾	62	....	Murray Corp.	7,400	71⅜	69	69	— 1⅞
118⅞	94	6	Nash Motors	10,300	99½	98⅛	99	+ ⅞
....	....	....	do pf		No sales today			
....	....	....	Norwalk T. & R....		No sales today			
....	....	....	do pf		No sales today			
10⅞	7½	....	Omnibus Corp.....	700	8½	8½	8½	....
48⅜	37¼	....	Otis Steel	3,700	44⅝	44	44½	+ 1⅛
153	116½	3	Packard Motor Car..	31,500	128	125½	127¼	+ ¼
22½	15⅜	....	Peerless Motor Car..	300	16¼	16¼	16¼	— ⅜
37⅞	27½	....	Pierce-Arrow	1,200	31¾	31½	31¾	+ ¾
86½	72½	....	do pf	100	80	80	80	+ 2
31⅞	25⅝	.80	Reo Motors	7,700	28⅝	28	28¼	+ ¼
12¼	7⅛	....	Reynolds Spring	1,100	8¾	8¼	8⅜	— ⅛
66¾	45	....	Spicer Mfg. Co.....	1,900	55	52	53¾	+ 1⅜
....	....	....	do pf		No sales today			
145	120½	7	Stewart-Warner Spd.	1,000	134⅜	132½	133	+ 2
78	52¾	3	Stromberg Carbur...	4,900	81	75¾	81	+ 5½
98	97	5	Studebaker Co.	1,900	82⅜	81⅜	81⅝	— ⅛
....	....	....	do pf		No sales today			
87	73½	3	Timken Roller Bear.	4,800	81⅝	78¾	81⅝	+ 3⅛
51	38¾	2.50	Trico	5,000	44½	44	44⅜	+ ⅜
65	45	....	U. S. Rubber	4,200	53⅞	52⅛	53¼	+ ½
42⅞	32⅝	2	Warner Quinlan	26,000	33¾	32½	33⅜	+ ⅛
92½	77	....	do 1st pf.....	700	81	80	80⅞	— ⅛
166½	137½	4	Westinghouse A. B..	14,000	150⅜	144	147¼	+ 1⅜
53½	40⅝	1	White Motors	2,400	49½	48	48	+ ¾
35	24⅝	1.20	Willys-Overland	6,500	26	25½	25¾	— ¼
103	96½	7	do pf	500	98	98	98	....
68⅜	61¾	4	Yale & Towne.....	400	67	67	67	....
46⅜	35	....	Yellow Tr. & Coach..	156,200	48⅛	45¾	48	+ 2½
....	....	....	do pf		No sales today			

NEW YORK CURB MARKET

Sales		High	Low	Last	Net Chge.
	Auburn Aut..	No sales today			
2600	Bendix Corp	137	131	137	+ 6⅛
	Bohn Alum..	No sales today			
100	Borg-War ...	123½	123½	123½	...
500	Briggs & Str	34½	34½	34½	...
1400	Budd Ed....	49½	48⅞	49½	+ 2½
400	Bullard Co..	47⅞	47⅛	47⅛	— ⅝
	Caterpilla T.	No sales today			
2800	Checker Cab	79	76	76	—1
7400	Cities Ser...	30	29½	29⅝	...
400	do pf	97⅝	97	97⅝	...
	C Di Fibre..	No sales today			
1300	Doehler D C	34⅞	32⅞	34⅞	+ 3¼
200	Durant Mot.	14	14	14	— ⅝
100	Fageol Motor	4½	4½	4½	— ¼
	Fedders	No sales today			
	Fed Mogul..	No sales today			
800	Fiat	9⅞	9½	9½	— ¼
500	Firestone	260	251	260	+ 9
	do pf	No sales today			
730	Ford Cana..	1055	1050	1060	—55
5600	Ford, Ltd...	18⅞	18½	18⅝	— ⅝
100	Franklin Mfg	35⅝	35⅝	35⅝	— ⅝
	Gen T & R..	No sales today			
	Greenfd T&D	No sales today			
	Hall Lamp..	No sales today			
	Henney	No sales today			
	Hood Rubber	No sales today			
	India Tire ..	No sales today			
	Isotta Fras..	No sales today			
	Jaeger	No sales today			
100	Lakey	26⅝	26⅝	26⅝	—1⅛
	Marvel Carb.	No sales today			
	Miller Rub.	No sales today			
	McQuard-Nor.	No sales today			
	Nat Rub Ma.	No sales today			
700	Para Cab...	29¾	27¾	29⅝	+ ½
	Perfect Cir	No sales today			
	Pierce W. F..	No sales today			
100	Pitts P Glass	66	65¾	65¾	—1¾
200	Raybestos ..	77⅛	77	77	...
100	Rep MT cfts.	3	3	3	— ¼
1000	Rolls-R Am.	11⅞	11¾	11¾	+ ⅛
	Ross Gear...	No sales today			
6100	Safe-T Stat..	33⅞	31⅛	33½	+ 2⅛
	Seiberling ...	No sales today			
12200	Servel, Inc..	19⅝	18½	19⅝	+ ½
	Sparks With.	No sales today			
300	Stutz Motor.	18	17⅞	17⅞	—1
200	Thermoid Co	36⅞	36¾	36⅞	+ ⅛
400	Thomp Prod.	53½	52½	53½	+ ¼
600	Timken D. A.	23	23	23	...
	Triplex	No sales today			
	U S Asbestos	No sales today			
300	Watson J W.	7⅞	7¼	7¼	— ⅛
100	Wayne Pump	18	18	18	— ⅛
100	West Auto..	51⅛	51⅛	51⅛	...
300	Wire Wheel.	27	27	27	...
200	Yellow T NY	31½	31½	31½	...

CHICAGO

Sales		High	Low	Last
900	Allied Motors	39½	38	39½
800	Allied Products....	67½	66	66½
1300	Auburn Auto ...	170	167	170
50	Au Wash pf	30	30	30
26500	Bendix Corp	146½	130	136½
22100	Borg-Warner	126	121½	125¼
50	Brg Stratton.....	34¾	34¾	34¾
100	Brown Mfg.....	45	45	45
1650	G Spring B A....	46½	44	46½
1750	do B	45½	42½	45½
4850	Houdaille Hersh A	46	45	45½
10400	do B	44¾	41	44
400	Midland Steel ...	100	100	100
150	Mohawk Rubber ..	54¾	54½	54¾
50	Muncie Gear A...	21½	21½	21½
200	Mskg M A.....	27½	27	27½
100	Perfect Circle	45	45	45
100	Pines Winterfr A.	175	175	175
200	Ross Gear	50	49	50

CLEVELAND

Sales		High	Low	Last
50	Falls Rubber	6¾	6¾	6¾
10	Firestone 7s pf...	109	109	109
125	Geom Stamp ...	35¼	35	35
10	General Tire pf..	100	100	100
10	India Tire pf.....	84	84	84
15	Miller Rubber pf	75	75	75
1	Mohawk Rubber pf	85	85	85
60	Packard Electric..	46½	46½	46½
10	Seiberling Rubber.	49	49	49
5	do pf	106	106	106

DETROIT

Sales		High	Low	Last
200	Baldwin Rubber..	18¼	18	18
625	Detroit Motor Bus	8	7⅞	8
200	Federal Screw ...	68	68	68
3325	Ford A	51	47¾	47¾
409	G Spring A	46	46	46
1616	do B	45¼	43	45
100	General Motors ..	83	83	83
400	Hall Lamp	22¾	22½	22¾
670	Houdaille A.....	45	42¼	45
2856	do B	45	41	45
240	Reo Motors	28	28	28
10	Timken pf	107	107	107

Rubber Prices

New York, April 12.—Crude rubber prices on the local exchange recovered strongly yesterday, after an early decline, on buying that was ascribed to the representative of one of the foremost manufacturers. Prices wound up unchanged to 20 points better for the day. Early declines were based on further setbacks in London and Singapore.

Turnover yesterday totaled 711 lots, or 1,777½ long tons. Prices on the outside market ruled quite firm throughout the day.

RUBBER EXCHANGE OF NEW YORK

	High	Low	Closing Apr. 11	Closing Apr. 10
April	.....	.....	*22.10	22.10
May	22.50	22.10	†22.40	22.30
June	..	..	*22.60	22.50
July	22.80	22.40	†22.80	22.70
August ...	22.70	22.60	22.90a23.00	22.80
September.	23.10	22.70	23.00a23.10	22.90
October ...	22.80	22.80	*23.10	23.10
November..	....	..	*23.20	23.20
December..	23.30	23.10	†23.40	23.30
1930—				
January ..	23.30	23.30	*23.50	23.40
February..	....	....	*23.60	23.50
March	....	....	*23.70	23.60

Spot, *22.10. Sales, 711 lots.

*Nominal. †Trading.

OUTSIDE CLOSING PRICES

(Per pound, delivered New York.)

Plantation—	Bid	Asked
Ribbed smoked sheets, spot...	22⅛	22⅜
April	22⅛	22⅜
May-June	22⅝	22¾
July-September	23	23¼
October-December	23¼	23½
Spot—		
First latex crepe.....	22⅝	22⅞
Clean thin brown crepe.....	19⅛	19⅝
Specky brown crepe.....	19¼	19⅝
Rolled brown crepe.....	15½	15¾
No. 2 amber.....	19⅝	19⅞
No. 3 amber.....	19⅝	19⅞
No. 4 amber.....	19⅛	19⅜
Paras—		
Upriver, fine, spot.....	23¼	23½
do coarse	13¾	14
Acera, fine, spot	23¾	24
Caucho ball—Upper	13¾	14
*Brazil, washed, dried, fine.	28½	29
Centrals—		
*Esmeraldas	..	14
*Central scrap	..	14
Guayule, washed and dried..	..	19
Balata—		
*Block Ciudad	50	..
*Surinam sheet	52	..
*Manaos block	50	..
Peruvian block	27	28

SCRAP RUBBER

(Dealers' buying prices, f. o. b., New York)

Boots and shoes, black, ton...	$21.00a21.00
Arctics, cwt	.50a .60
Inner tubes, mixed, cwt.....	4.50a 5.25
Inner tubes, red, cwt.....	5.00a 5.25
Inner tubes, mixed, cwt.....	4.50a 5.75
Inner tubes, No. 1, cwt.....	6.50a 6.75
Inner tubes, No. 2, cwt.....	4.25a 4.50
Mixed hose, soft, cwt	.50a .55
Hose, air brake, ton.....	27.50a30.00

*Nominal.

FORD MOTOR STILL BIG BUYER IN STEEL MARKET

Youngstown, O., April 12.—The Ford Motor Company is still seeking shipments of sheets and strips in as large volume as heretofore, but other automobile builders are beginning to let down. Offsetting this moderation, however, is an improvement in inquiries for standard steel pipe and prospect that important inquiries now pending will be translated into orders during the spring.

GERMAN FORD STOCK ISSUE LIMITED TO THAT COUNTRY

Berlin, April 12.—German Ford Company's 4,800,000 mark stock issue will be made in the next few days through the Deutsche Bank as agent. Foreign applications for the shares will not be accepted.

R. K. MELLON IS DIRECTOR OF ALUMINUM COMPANY

Pittsburgh, April 12.—R. K. Mellon, son of R. B. Mellon, has been elected a director of Aluminum Company of America.

BRITISH TIRE MAKERS ANNOUNCE PRICE CUTS

London, April 12.—The majority of British tire manufacturers have announced price reductions varying from 5 per cent. to 20 per cent., according to the size of the tires.

The A. D. N. Analyst Looks Them Over

IN this department will appear daily an analysis of one or more companies in, or closely allied to ,the automotive industry, covering the past history, present condition and future prospects of the companies so analyezd. It will be the purpose of the A. D. N. Analyst to deal with the smaller and less known manufacturing concerns, as well as with those more prominent, thereby giving analyses not to be found elsewhere. Readers who preserve their issues of Automotive Daily News will, through this department, build up a valuable fund of information about the financial standing of companies in the industry.

APCO MOSSBERG CORPORATION

GROWING out of a business that started in 1909 with one product and $400 in capital, the Apco Mossberg Corporation now has an authorized capitalization of $1,250,000 in preferred stock and 65,000 shares of no par common.

Its lone product, when it started as the Auto Parts Company, was an oil gauge for Ford automobiles, and from that beginning the company became one of the leading manufacturers of accessories for the Model T Ford. It was making twenty-two items for the Model T when it was discontinued, and these products will continue to be in supply as long as the demand continues.

But the coming of the new Ford has been met by the company with new products for the new car; it has added items for the Chevrolet and a more universal line of products, and the radio business, which was started in 1923, has been pushed, so that it has become a major part of the enterprise.

Among the Model T Ford products put out by this company are electric windshield wipers, steering wheel horn buttons, front-extension horn buttons, rear-wheel brakes, dash oil gauges, oil systems, foot accelerators, anti-rattlers, timers, crank-case arms, shock absorbers, valve adjusters, fan-belt guides, ratchet wrenches, etc. A new line of splash guards is being made for the new Fords and an engine head lifter and main-bearing wrenches for the Chevrolet. The company makes a wide line of wrenches, service kits, tools, valve grinders, mechanics' boxes and similar products. The company is continually widening its scope.

The condition and the outlook of the company have improved greatly since a year ago at this time. While earnings last year were small, it was a year of adjustment to new conditions, and the brighter outlook was reflected in an advance in the price of the Class A stock on the New York Curb Market, from $3.50 a share in April of 1928 to $14 at the end of the year. The current level is around $10. The net income in 1928, the first year of operation under the present name, was $96,151, before depreciation and interest. The operating income for the last seven months of the year showed some improvement over the last seven months of 1927, in which the company operated under the present title.

The name of the original company was changed to Apco Manufacturing Company in 1917 and incorporated under the laws of Rhode Island. In May, 1927, it purchased the Frank Mossberg Corporation of Attleboro, Mass., and moved its own plant from Providence, R. I., to the Massachusetts city and took the present name.

Of the authorized $1,250,000 in 8 per cent. preferred $25 par value stock there is outstanding $833,275, excluding $24,000 in the treasury. Of the 65,000 shares of no par common, there are 62,540 out. The funded debt consists of $160,000 first mortgage 6½ per cent. serial gold bonds, due in 1943, and $315,000 general mortgage fifteen-year sinking fund convertible gold bonds, due in 1940.

Dividends on the preferred stock have been passed since January, 1927, and the accumulations amount to 16 per cent. as of January 10, 1929. No dividends have been paid on the common.

The company has distribution centers at Montreal, Chicago and Kansas City and sales offices in New York, Cleveland and Dallas. It maintains an export department, and about 15 per cent. of its Ford products are sold abroad.

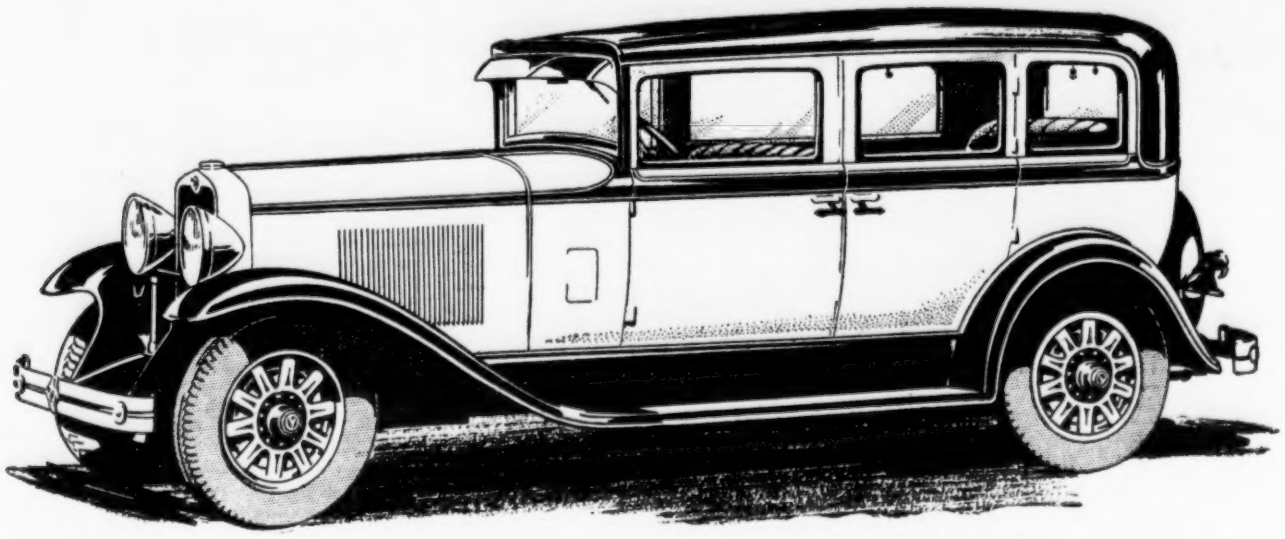
The improved financial condition of the company in 1928 was reflected by a book value of the Class A stock of the company of $29.42 a share, as of December 31, 1928, compared with $26.41 at the end of 1927. The book value was $25.42 on December 31, 1926.

The following is a comparative balance sheet for December 31, 1928, and 1927:—

Assets—	1928	1927	Liabilities—	1928	1927
Fixed assets (less depreciation)	$911,200	$876,202	Class A participating stock	$792,425	$833,275
Patents	1	1	†Common stock and surplus	43,927	49,245
Investments in other companies	127,788	113,683	Period gain before depr. & bd. int. .	96,151	.....
Res. for depre.....	58,604	.....	Funded debt	460,000	475,000
Res. for bond int...	28,169	.....	**Current liabilities—**		
Prepayments	9,749	3,295	Notes payable	152,672	10,000
Current assets—			Accounts payable .		102,529
Cash	14,374	9,864	Accruals	19,369	12,391
Liberty bonds	10,962	11,652			
Cash surrender value insurance policy..	6,030	4,244	Total cur. liab....	$172,041	$124,920
Accounts and notes rec. (less res.)....	143,500	112,101	Total liab.....	$1,564,544	$1,482,540
Inventories	253,167	351,498			
Total cu. assets..	$448,033	$489,359	*Net wkg. capital..	$255,992	$364,439
			*Based on current assets and current liabilities as above.		
Total assets.....	$1,564,544	$1,482,540	†Represented by 62,540 no par shares.		

CHICAGO PNEUMATIC TOOL EARNS $325,301 IN QUARTER

New York, April 12.—Chicago Pneumatic Tool Company and subsidiaries report for quarter ended March 31, 1929, net profit of $325,301 after depreciation, interest and Federal taxes, equivalent after dividend on $3.50 preference stock, to 80 cents a share on 199,469 no-par shares of common stock. This compares with net profit of $155,929, or $1.65 a share on 94,427 shares of stock outstanding in first quarter of 1928.

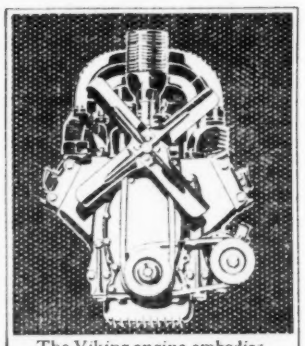


THE NEW

VIKING

Ninety Degree V-type Eight

INTRODUCES *New Qualities of Performance -- New Tailored Smartness --- New Luxury and Comfort to the Medium Price Field --*



The Viking engine embodies distinctly new and desirable principles of engineering design.

THE VIKING, an entirely new car—a product of General Motors, built by Oldsmobile—brings to the medium-price field the definite advantages of ninety-degree, V-type, eight-cylinder design.

In the Viking, the ninety-degree, V-type principle has been brought to a new high state of development by the introduction of new engineering advancements based on well-established time-proven fundamentals.

This new engine delivers 81 horsepower, with exceptional smoothness throughout its entire speed range. Its response to the throttle is remarkable in all gears. Its top speed is more than ample for any emergency. And it provides a mighty power reserve for steep hills, long grades, and hard pulling.

An advancement that makes possible many of the new features of the Viking is the integral casting of the cylinder block and crankcase in one unit. This results in greater rigidity, easier accessibility, a new and highly efficient valve arrangement, and advanced cooling and lubrication.

The horizontal valves in the new Viking combine the fuel efficiency of the overhead location of valves with the quietness, simplicity, and rigidity of side-valve design. The valve mechanism may be easily reached by lifting the two horizontal cover plates located on top of the engine.

PRODUCT OF GENERAL MOTORS

Fuel distribution is based on the down-draft principle. A new type of manifolding takes the incoming fuel vapor always downward, after it leaves the carburetor—an exactly equal distance to each cylinder. All main, connecting rod, camshaft, and rocker arm bearings are pressure-lubricated—as are the piston pins—through rifle-drilled connecting rods. Oil dilution is prevented by crankcase ventilation. Injurious foreign matter is removed by the new Viking precipitating-trap system of oil cleaning.

Cooling is also exceptionally efficient. Equal manifold distribution of the water in the twin blocks, with graduated outlets direct to points of greatest heat, assures uniform, efficient cooling of the entire engine.

And the great Viking ninety-degree, V-type, eight-cylinder engine is mounted in a great chassis—a chassis that is truly noteworthy for its strength and balance. The wheelbase is 125 inches. It is equipped with oversize mechanical four-wheel brakes of the new two-shoe internal-expanding type. Four Lovejoy hydraulic shock absorbers, synchronized with the spring action, assure restful riding comfort. Thermostatically-controlled radiator shutters are standard equipment.

The bodies of the new Viking are the smartest, latest style creations of Fisher artist-engineers. In keeping with their beauty, they are luxuriously furnished. There is plenty of head room and leg room. Seats are deep-cushioned, and incline at just the right angle to provide arm-chair comfort. Upholsteries and appointments are rich in quality and tasteful in design.

The new Viking is now on display. Come and see it. Inspect it closely. Take it for a trial drive. Compare it critically with other cars. You can come to only one conclusion—that the new Viking offers a combination of appearance, performance, and value unsurpassed by any other car.

$1595

f. o. b. factory, Lansing, Mich.
Spare Tire and Bumpers Extra

Consider the delivered price as well as the list price when comparing automobile values. Viking delivered prices include only reasonable charges for delivery and financing.

OLDS MOTOR WORKS
LANSING, MICHIGAN

COMPANION CAR TO THE SUCCESSFUL OLDSMOBILE SIX